

## Contact

+16473234146 (Mobile)

[www.linkedin.com/in/shahrukhbabar](https://www.linkedin.com/in/shahrukhbabar) (LinkedIn)

## Top Skills

Software as a Service (SaaS)

Reporting

monday.com

## Languages

English (Full Professional)

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## Certifications

Inbound Marketing

Inbound Sales

Inbound Sales

Hootsuite Platform Certification

Project Management Professional (PMP)

# Shahrukh Babar

Business Development Manager specializing in Dahua OEM solutions.

North York, Ontario, Canada

## Summary

Steering the Canadian market expansion for ENS Security, my focus is on carving out new opportunities and converting competitors' clients by showcasing Dahua OEM's superior solutions. Leveraging tools like monday.com and CRM, I've cultivated a robust network that thrives on strategic growth and client-centric approaches.

With a proven track record at Grandeur Group Benefits, our team increased the client base by 30% and revenue growth by 25%. These achievements are testament to my dedication to enhancing customer experiences and my commitment to driving long-term success through market analysis, relationship management, and efficient sales processes.

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## Experience

### ENS Security

Business Development Manager

June 2024 - Present (8 months)

Markham, Ontario, Canada

As a Business Development Manager at ENS Security, specializing in the distribution of Dahua OEM products across Canada, my core responsibilities include:

Canadian Market Research & Analysis\*\*: Conducting detailed research to identify trends, opportunities, and competitive advantages within Canada's security and surveillance sector, focusing on Dahua OEM solutions.

Competitor Conversion Initiatives\*\*: Implementing strategies to convert users of competitor brands to ENS Security by highlighting the superior features and value of Dahua OEM products through direct outreach, and tailored presentations.

Multi-Channel Outreach\*\*: Leveraging various communication channels, including email campaigns, social media, cold calling, and in-person meetings, to engage potential clients and promote brand switching from competitors to ENS Security.

Technical Product Presentation\*\*: Delivering comprehensive product presentations and demonstrations, showcasing the advanced features and benefits of Dahua OEM security systems to potential Canadian clients.

Negotiation & Deal Closure\*\*: Leading contract negotiations with Canadian clients, ensuring successful deal closures that align with ENS Security's business goals and client needs.

Cross-Departmental Coordination\*\*: Collaborating with ENS Security's marketing, logistics, and technical support teams in Canada to ensure seamless delivery, installation, and post-sales support.

Customer Support & After-Sales: Coordinating with Canadian technical teams to provide timely and efficient resolution of any issues, ensuring client satisfaction and retention.

Canadian Market Expansion: Identifying new business opportunities and geographic areas within Canada, working to expand ENS Security's presence and client base across various provinces.

Reporting & Performance Analysis: Monitoring sales performance, tracking key metrics, and providing insights to senior management

Astro Sirens LLC  
Business Development Manager  
January 2022 - Present (3 years 1 month)

Grandeur Group Benefits  
Business Development Manager  
January 2023 - June 2024 (1 year 6 months)  
Ontario, Canada

1. New Business Development and Market Expansion:  
. Led market analysis and targeted new business opportunities in the group benefits sector, resulting in a 30% increase in client base.

- . Drove the execution of strategic sales and marketing plans, achieving a 25% growth in revenue and expanding our market share.

#### 2. Client Relationship Management and Sales Process Efficiency:

- . Built and nurtured strong relationships with clients, brokers, and partners, enhancing the company's reputation and increasing referral business by 20%.
- . Streamlined the sales process in collaboration with underwriting and customer support teams, shortening the sales cycle by 15%.

#### 3. Industry Engagement and Continuous Improvement:

- . Represented the company at major industry events, contributing to a 10% year-over-year increase in brand recognition.
- . Pursued ongoing professional development, leading to a 35% improvement in sales negotiation skills and strategies.

#### 4. Team Leadership and Recognition:

- . Fostered a team-oriented environment that prioritized customer satisfaction, leading to the team being recognized as 'Best Sales Team' in 2023.
- . Mentored junior sales staff, resulting in a 40% increase in their sales performance and efficiency.

### Sharim Solutions

#### Client Success Manager

April 2020 - December 2022 (2 years 9 months)

Islāmābād, Pakistan

#### 1. Customer Relationship and Service Excellence:

- . Excellently managed day-to-day customer IT needs within agreed SLAs, achieving a personal target of 95% customer satisfaction and contributing to a 20% overall increase in client satisfaction.
- . Fostered customer confidence in Sharim's services, directly resulting in a 15% increase in client retention and surpassing personal retention targets by 10%.

#### 2. Team Leadership and Operational Management:

- . Efficiently supervised front-end staff, enhancing operational efficiency by 25% and exceeding team targets for service speed and quality.
- . Developed and conducted training programs, significantly reducing safety incidents by 30% and surpassing the team productivity goal by 20%.

#### 3. Sales Support and Revenue Growth:

- . Actively supported Sales Account Executives, instrumental in achieving a 15% growth in gross margin, surpassing personal sales targets by 12%.
- . Cultivated strong business relationships, driving a 10% increase in annual sales revenue and exceeding team sales goals by 18%.

#### 4. Recognition for Customer Service and Team Performance:

- . Awarded 'Best Customer Service' in 2022 for outstanding management of customer transactions, meeting 100% of the personal compliance targets, and leading the team to a 98% compliance rate.

### GK Hair

#### Customer Engagement Manager

August 2019 - July 2020 (1 year)

Islāmābād, Pakistan

#### 1. Established and Retained Distributor Relations:

- . Successfully managed relationships with international distributors, leading to a 15% increase in business development opportunities.
- . Collaborated closely with the International Business Development team to identify and secure new business ventures.

#### 2. Strategy Design and Implementation:

- . Strategically designed and executed plans to analyze client needs, resulting in a 20% increase in client satisfaction and retention.
- . Played a pivotal role in business negotiations and decision-making, directly influencing a 10% growth in annual revenue.

#### 3. Business Projections and Variance Analysis:

- . Regularly reviewed and analyzed business projections, identifying and addressing variances to maintain a steady growth rate.
- . Implemented strategic adjustments, reducing projection variances by 5% and ensuring alignment with business objectives.

#### 4. North American Market Expansion:

- . Led a comprehensive market study in North America, successfully recruiting key distributors and launching targeted marketing strategies.
- . Spearheaded the execution of these strategies, achieving a 25% increase in market share within the first year.

#### 5. Directed Company-Sponsored Initiatives:

- . Oversaw and enhanced company-sponsored programs, like discount and special rate initiatives, boosting participation by 30%.
- . Drove increased customer engagement and satisfaction through effective program management and promotional strategies.

## Five By Five

### Client Success Manager

January 2017 - July 2019 (2 years 7 months)

Islāmābād, Pakistan

#### 1. Client Engagement and Pipeline Development

- . Actively liaised with over 100 clients monthly, developing a robust deal pipeline and ensuring comprehensive understanding and management of client requirements, contributing to a 30% increase in client engagement.

#### 2. Leadership and Team Training:

- . Led and trained a team of 20 associates to handle high-profile customer accounts, resulting in a 40% improvement in customer service quality and a 25% increase in high-profile client retention.

#### 3. Sales Negotiation and Deal Conversion:

- . Successfully converted 60% of warm deals into finalized sales through effective negotiation of pricing and terms, ensuring 90% on-time payment from clients.

#### 4. Customer and Associate Support

- . Provided responsive and insightful advice to customer and associate issues, recognized as 'Outstanding Problem Solver' in 2018 for exemplary conflict resolution and customer service.

## Jasper & Jasper

### Business Development Executive

February 2014 - December 2016 (2 years 11 months)

Islāmābād, Pakistan

#### 1. Shift Management and Market Analysis:

- . Efficiently managed various shifts and tackled management issues, while keeping abreast of market trends, leading to a 20% increase in operational efficiency at J & J.

#### 2. Customer and Client Network Expansion:

- . Expanded J & J's customer and client network by 30% through strategic selling to both existing and new clients, significantly boosting market penetration and customer base.

### 3. Contract Negotiation and Client Relations:

- . Negotiated and finalized contracts with clients, discussing rates, quality, and payment methods, which enhanced client satisfaction by 25% and increased contract acquisition by 40%.

### 4. Financial Management and Awards

- . Ensured 95% of due payments were received on time from customers, improving J & J's cash flow efficiency.

- . Awarded 'Top Performer in Client Management' in 2016 for exceptional financial management and client servicing skills.

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## Education

### Seneca College

Postgraduate Degree, Information Technology Project Management · (January 2023 - August 2023)

### University of Sargodha

Master's degree, International Relations and Affairs · (March 2019 - April 2021)