Elzubair Khalid

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Results-oriented leader with 19+ years’ accomplishment maximising new business through strategic marketing approaches and strong client partnerships in the Banking & International Business Industry.

Managing Director

— Areas of Expertise —

Client Relationship Management | INTERNATIONAL BANKING | Correspondents relations |

Account Development & Growth | Financial Services

Sales Analysis | Forex Resources | Marketing Financial services

| Client Acquisition & Retention | Multinational Communications

— Career Highlights —

Extensive international Banking experience.

Regularly exceeded client procurement goals.

Demonstrated expert knowledge of Banking and market trends.

Professional Experience

Managing Director Malmo, Sweden

Swedsu AB 8/17- Present

Define the vision and goals of the entire firm, maintain relationship with international fund houses including Correspondents relationship. Leading the Marketing & Communications, implementing policies and procedures, establishing budgets, managing contracts and negotiations, as well as analysing data to make the best business decisions, create plans and strategies for the company. Identify market opportunity, build business/financial infrastructure. Ensure revenue growth, business P&L, and operations management.

* Portfolio Managed: $350 MM.
* In Charge of all Financial Services, Transactions & Banking relationship with USB Switzerland, & Banks in Sweden.
* Generated a 13% increase in revenue by securing new business and capitalizing on leads.
* Oversaw the organization’s CRM system that encompassed more than 28 large corporate client accounts.

Swedish Agency for Economic & Regional Growth

(Swedish Govt Firm- Ministry of Enterprise and Innovation) Malmö, Sweden

Credit Review & Portfolio Senior Manager (Praktikant) 1/2017 –7/2017

Review and process fund applications for the International Regional Department for projects in the region. Participate in business meetings to market new projects and present ideas clearly and persuasively. Exercise advanced project management skills and analyse ways to streamline processes and enhance productivity.

Key Accomplishments:

* Organized the ‘Significant Results’ workshop, which specialised in how to achieve and leverage organizational objectives.

Takotex Financial AB St. Gallen, Switzerland

Deputy General Manager Financial Services 2/2013 – 2/2016

Evaluated sales and marketing processes to maximise results. Collaborated with Account Managers to understand customers and create customised strategies. Identified opportunities to streamline sales processes. Liaised with Product Development and Operations teams. Coordinated with upper-level marketing management to develop collateral, outbound marketing campaigns, and website enhancements. Prepared detailed presentations and action plans to further develop business.

Key Accomplishments:

* Portfolio Managed: $200 M.

Path Solutions Co. Khartoum, Sudan

Country Business Support Manager 5/2011 – 12/2012

Provided Islamic banking software to the 7 largest banks in Sudan (one including 40 branches). Exhibited exceptional project management skills by monitoring progress against objectives. Displayed a strong knowledge of the keys to maximising profit and minimising costs. Interacted regularly with clients to determine their unique business needs. Prepared reports on the analysis of projects. Allocated duties and resources for projects across many departments to ensure the highest level of efficiency.

Key Accomplishments:

* Showcased a high level of customer service and interpersonal skills by providing quality and timely services.
* Implemented 2 new projects that drastically optimized business growth.

Arab Bank PLC - Sudan Khartoum, Sudan

Senior Corporate Relationship Manager 11/2008 – 4/2011

Showcased analytical acumen by preparing budgets and financial models for the corporate department. Created new business by identifying opportunities and targeting prospective clients. Demonstrated exceptional relationship management skills fostering mutually beneficial partnerships with existing clients. Engaged in creative discussions with the Chief Executive Officer and Chief Financial Officer to establish strategic marketing campaigns.

Key Accomplishments:

* Managed a portfolio of almost $300M in trade finance.

Sudanese Egyptian Bank Khartoum, Sudan

Corporate Relationship Manager 3/2006 – 10/2008

Initiated new corporate partnerships within the financial industry to achieve objectives set by ambitious business plans. Assessed market conditions to capitalise on opportunities for strategic relationships. Prepared credit packages for senior management to review and approve. Maintained regular contact with clients through senior calls, site visits, and joint calls with Operations and Head of Customer Service. Closely monitored problems loans and proposed remedial actions to ensure proper implementation.

UAE Exchange PLC - Sudan Port Sudan, Sudan

Branch Manager 5/2005 – 12/2005

Oversaw all branch operations and transactions, ensuring the efficiency of procedures in place. Supervised a staff of 12 officers and bank tellers.

First Gulf Bank Dubai, UAE

Personal Loans Officer 2/2002-9/2004

Evaluated and reviewed credit applications. Ensured credit policies and procedures were followed. Created sales analysis reports for each sales channel to track progress against targets. Compiled and developed written proposals. Promoted retail banking products to maximise reach and increase client base.

Education and Credentials

Master of Marketing & Communications - Banking

Rome Business School – Rome, Italy

Bachelor of Business Administration

Advanced Institute of Engineering & Management – Bombay, India

Professional Development:

Advanced Planning & Market Capacity Analysis for Managers (Qatar, 2010)  
Advanced Credit Analysing/Risk Management (Egypt, 2007)

Corporate Finance Analysis Course for Managers Arab