

Heba El Bannan

British-Egyptian

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+447765310759

Fluent English, Arabic, French

Summary

With over 20 years of extensive experience, I am a dynamic and results-driven Business Development Manager adept at leveraging exceptional networking skills to create and implement effective business development strategies. I have a proven track record of driving growth and achieving revenue targets across diverse sectors and industries, for a wide range of services and products. Skilled in market analysis, client engagement, and team leadership, I am committed to fostering excellence and delivering innovative solutions.

Work Experience

Managing Director & Head of Business Development

Alchemy Consultants UK

www.alchemyconsultants.co.uk

Aug 2024 – Present

London, UK

- Developing and implementing comprehensive business development strategies that align with the company's objectives.
- Analysing market trends, competitive landscape, and industry dynamics to identify new business opportunities.
- Creating actionable plans to penetrate new markets and expand the customer base.

Business Development Manager

Chelsea Green Valet

www.chelseagreenvalet.co.uk

Dec 2023 – Dec 2024

London, UK

- Developing and executing a comprehensive business development strategy, encompassing sales and marketing initiatives, to drive revenue growth.
- Conducting thorough market analysis to identify industry trends, assess the competitive landscape, and uncover new business opportunities.
- Engaging with potential B2B clients, presenting value propositions, and reporting progress directly to the Managing Director.
- Successfully closing deals with prospective clients across various sectors.
- Recruiting, leading, and managing high-performing sales and marketing teams, fostering a culture of excellence and achievement.
- Collaborating with the marketing team to develop a compelling company profile, effectively communicating the brand and offerings.

Head of Business Development

FMPlus Property & Facility Management

www.fmplus.com

Oct 2022 – Sept 2023

Cairo, Egypt

- Built the company's sales strategy for 2023 that aimed to increase its market share and achieve a turnover of USD \$4m
- Maintained a robust sales pipeline of USD \$4m and converted those leads into actual sales by Q4
- Conducted market research to identify potential clients and competitors
- Lead, coached and monitored the sales and marketing teams.
- Strived to retain existing clients by providing exceptional service and developing long-term relationships, achieving a client retention rate of 90%
- Collaborated with the marketing team to create a company profile and enhance the company's presence on social media

Business Development Manager

Hyde Park Developments

www.hydeparkdevelopments.com

Sept 2021 – Oct 2022

Cairo, Egypt

- Created the sales and operating procedures for assigned projects
- Designed a business plan for income generation & followed up with teams responsible on the accuracy of the implantation
- Created a long-term master plan and strategy to support achievement of business goal
- Planned and monitored the day-to-day operation of all venues and coordinated the short and long-term plans and work schedules with the Facility Management team.

Business Development Manager

Go Consultancy UK

<https://www.linkedin.com/company/go-consultants-uk/>

Jul 2018 – Jul 2022

London, UK

- Scouted business opportunities for international investors across the Middle East & negotiated possible franchise deals on their behalf
- Managed contractual processes to ensure mutual benefit for both parties to achieve SMART business goals within the expected timeframe.

Co-founder & Managing Partner

Heba El Bannan Ltd & Fait Maison

www.fait-maison.co.uk

Jan 2014 – Aug 2020

London, UK

- Created & executed a business plan for the opening of a restaurant in South Kensington, London.
- Responsible for staffing, training, supplier management, finances, menu development, pricing strategies, food quality control.& necessary restaurant certification
- Created the restaurant's operating procedure
- Managed the catering service for companies, creating the opportunity to increase income.

Education

Master of Business Administration**Major: Project Management**

June 2014

Awarded by Victoria University School of Management (Switzerland)

Brilliance Business School

Cairo, Egypt

- GPA of 3.7/4.0

Diploma in Interpretation & Simultaneous Translation

June 1998

University of Ain Shams

Cairo, Egypt

- French, English & Arabic

Certifications

Certification of Facility Management

Oct 2023

Alison Courses

Diploma in Operations Management

Oct 2023

Alison Courses

Certification of Strategic Planning & Market Research

Oct 2023

Alison Courses