





## DANA AHMED AL JAMA

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 danaaljama



### SYNOPSIS

Innovative intrapreneur with 25 years of professional experience in local and international organizations in various key economic industries in the Middle East such as Aluminum production, Oil & Gas, Banking, Real Estate and Property Development. High standard Protocol skills in creating events and handling royalty, public figures and VIPs from the Middle East and Globally.

Ventures into the establishment and creation of customer service, handover and post sales departments, elevating customer experience, manual process automation creation, building professional teams and providing them with state of the art trainings. Continuous enhancement and innovation based on a customer centric approach focusing on smooth customer experience and efficient processes and reduced Turn Around Time within the organization.

### CORE COMPETENCIES & SKILLS

Customer Experience Management; Customer Journey Mapping, Customer CRM; Post Sales Services; Customer Insights; Data Science for Analytics; Knowledge Management; Marketing Automation; Voice of the Customer, Mystery Shopping, Quality Monitoring; Service Standards; Sales lead management; Property Handover Management

Adaptability to change, Strategic Thinking, Integrity, Trustworthy and open, Visionary, Develops and fosters diverse teams, Delegation, Positive mind-set, High self-awareness, Leadership, Problem solving, Decision-making, People skills, Flexible, Team player, Ethical, Effective Communication, High motivation, Multi-tasking, Flexibility, Time Management, Protocol, Sales, Multitasking, Time Management, Dedication, Energetic, World class VIP standards, Open minded, Creative thinker, Always thinks out of the box

### WORK EXPERIENCE TIMELINE



### WORK EXPERIENCE

**Diyar Al Muharraq - Property Developer**  
Head – Client Relationship Management  
and Quality Assurance

Kingdom of Bahrain  
Feb 2018 – to date



Team Size: 9

Reporting to the Chief Executive Officer reporting to the Board of Directors

- Managed the Handover process of all properties developed by the organization ensuring the outstanding amounts are collected and paid fully, which contributed to the cash flow to the organization of BD. 123 Million equivalent of **\$ 325,730,937 Million** supported by a meticulously designed process that included communication, snagging, meet and greet, follow-ups till full handover of property ensuring a smooth transition throughout the experience
- Managed the Customer Journey throughout all touchpoints by introducing new and innovated ways that uplifted the experience from normal to the wow factor (e.g. renovated all the face to face touchpoints...etc.)
- Acted as Head of Marketing Department for 8 Months as a special assignment, looked after transforming the function and uplifted the Brand value by implementing best practices with latest trends and tactics from Dubai
- Formulated and Executed the Quality Assurance/ Client Relationship Management strategy for the organization, including establishing and managing the Contact Center and centralizing the complaint/ case management
- Introduced a Centralized ERP and CRM system to the organization as per international best practices

- Revamped the website and enhanced the digital customer experience (CX/UX)
- Established the Contact Center and developed it to be the central point of contact, beside calls and emails introduced WhatsApp chat, chatbot, webchat and staying UpToDate with new technologies
- Managed to centralize the case management (complaints, requests, sales leads...etc.) and it's related operations

#### **MERAAS Holding - Property Developer**

Head – Client Relationship Management

Dubai - UAE

Jan 2015 – Aug 2017



Team Size: 27

Reporting to the Chief Operating Officer reporting to the Group Chairman

- Formulated and Executed the CRM strategy for the group of companies under MERAAS to cater for the diversified business needs of the group that includes Retail, Lands & Properties Sales, Property Handover, Community Management, Food & Beverage, Leisure & Entertainment, ROXY Cinemas, Qasr Al Sultan restaurant and boutique hotel, Healthcare, Specialty Leasing
- Established the Group's centralized contact center, minimized the contact channels from 16 to 3 managed centrally. Procured the CRM and Contact Center state of the art technology, managed the systems implementation. Automated the designed business and Complaint Handling processes
- Designed Complaint Handling, Lead Management, Feedback, Requests, Enquiries Handling, cross selling techniques and business processes, mapped them on to the system for a full process automation
- Delivered the highest service standards to clients through highly selected and trained staff, aligned and integrated processes delivered in a timely manner using unified state of the art technologies
- Helped the business to improve market and customer share, brand and image awareness, increase, sustain revenue, reduced time to achieve business objectives, reduce operational costs, improve and gain visibility of operational efficiency, mitigates risks at corporate level.
- Improved sales by 68%, raised customer retention and loyalty by 59%, improved stakeholder communication and enhanced management decisions to elevate the overall business ROI

#### **ALDAR Properties - Property Developer**

Customer Service Manager

Abu Dhabi - UAE

Jun 2007 – July 2013



Team Size: 16

Reporting to Director of Estates Department reporting to the Chief Commercial Officer

- Occupied the positions of Property Handover Manager, Post Sales Manager and Customer Service Manager
- Handed over an average of 1379 villas and 100 units ensuing the outstanding amounts are collected and paid fully, which contributed to the cash flow to the organization of AED. 3,179,000,000 equivalent of **\$866,212,534** supported by a meticulously designed process that included communication, snagging, meet and greet, follow-ups till full handover of property ensuring a smooth transition throughout the experience
- Established the Property Handover department consisting of a team of 16 employees, hired and trained the team, crated and designed business processes, flow and tracking manually.
- Automated the manual process by developing the system from scratch on the corporate ERP system, worked closely with Information Technology and Internal Audit Departments
- Automated process resulted in cost cutting, higher efficiency, less hierarchy and personnel from **\$960,000** to **\$540,000** yearly
- Facilitating and creating a smooth business processes within the organization and between the property owners/ investors and the organization
- Coordination with projects on handover dates by phases and project progress status, developed a communication protocol with the investors for final paper work and property snagging. Meeting timely deadlines.
- Developed, Enhanced and Automated the Post Sales processes, auto archive all contracts. Reduced the turnaround time from 2 weeks to 1 week, process and flow was set on autopilot and moved to Customer Service

Department within the newly established Estates Department, created the customer service department and contact center, established the toll free number, hired and trained the team, designed the processes with other related departments, agreed on service level agreements, created mystery shopping framework and customer satisfaction surveys

**Dubai Bank - Banking**  
CRM Manager

Dubai - UAE  
Jun 2003 – May 2007



- Handling Retail, Small and Medium Enterprises accounts. Sales of full range retail products
- Created client experience and flow mapping at the branch which included waiting and serving turnaround time
- Handle and resolve clients complains and enquiries ensuring maximum satisfaction
- Handled current client database, developed new relations and participated in building client database for the bank, on boarded an average of 10 new clients per day, Cross selling retail products for 50% of clients. On boarded 9,600 clients within 4 years
- Creating forms and bank process, being part of the establishing team of the bank

**EMAAR - Property Developer**  
Customer Care Supervisor

Dubai - UAE  
Apr 2002 – Apr 2003



- Responsible for the protocol, hosting, facilitate the flow, meet and greet of VIP visits like Shaikh Mohamed, Bill Clinton, Royalty, high net worth clients and Public Figures
- Designed client database collected and registered manually into a simple automation
- Captured around 600 clients a month, out of which 60% were converted into actual deals
- Participated in the launch of the key projects Sales, like The Meadows, The Springs, The Greens, Dubai Marina, Arabian Ranches all the major communities and districts in Dubai, contributed to the overall sales of an average worth of **\$40M** a month

**EPPCO/ ENOC - Oil & Gas**  
Marketing Communications Executive

Dubai - UAE  
Sep 2000 – Apr 2002



- Organizing events, sponsorships of career fairs and PR activities
- Responsible for launching and opening of new petrol stations, setting up the branding, press release and logistics
- coordinate with retail department for monthly promotions, liaise and coordinate for branding creation at the station and convenient stores
- Organize the content of the quarterly newsletter which is distributed to staff and clients like Dubai Airport, lubricant distributors, local shipping companies, ports...etc.

**Dubai Aluminum Company**  
Corporate Affairs Administrator

Dubai – UAE  
Jun 1995 – Aug 2000



- Sponsorship of the Dubai Desert Classic, annual professional golf tournament with a prize fund of \$ 2,650,000
- Direct contact with all CEO's and senior management clients who are mainly car manufacturers, construction companies, aircraft and ships manufacturers from Africa, Fareast, Europe, US, MENA to invite and coordinate their full stay, create full program with various activities, hosting them full board for one week
- Local sponsorship coordination related to schools and universities, corporate social responsibility and career fairs
- Organized and handled visits for royalty from the middle east like Shaikh Mohamed Bin Rashid and King Abdulla of Jordan

### Professional Trainings and Certifications

- NLP Coach
- Life Coach
- Time Paradigm techniques Practitioner
- Professional Photography
- - NLP Practitioner
- - RSCI Coach
- - Personal Breakthrough Experience
- - Reading Body Language
- - People Management
- - Service Excellence
- - Creative Thinking

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## Academics

- IFS – Diploma, Emirates Institute Banking and Financial Studies, Sharjah, UAE (2005)
- Certificate in Clerical Level, Bahrain University, Manama, Bahrain (1994)

**Date of Birth:** 16th July 1973

**Languages known:** English, Arabic and Turkish (under process)

**Marital status:** Single

**Hobby:** Tennis – Photography