



# SYED IMRAN ALHABSHI



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27, Jalan 22/42, Section 22, 46300, Petaling Jaya, Selangor

Strategic Business Development Executive with a proven record of building high-value partnerships, and delivering measurable growth for leading brands including Carsome, Grab, Astro, 3M, and Cuckoo. Skilled in identifying new business opportunities, forging strategic alliances, and leading initiatives that drive revenue and brand visibility. Adept at stakeholder management, deal negotiations.

## WORK EXPERIENCE



**Tessera Group Sdn Bhd (Product: Notifi)**  
**Business Development Executive**

**Oct 2023 – Present**

- Led the redevelopment project of Tessera's website and web app, overseeing planning, coordination and execution.
- Acted as the primary liaison between designers and internal stakeholders to align deliverables with company needs.
- Ensured quality assurance by implementing best practices in design, usability and functionality.
- Maintained project timelines, identified bottlenecks and implemented corrective actions to ensure timely delivery.



**ENOMAD (Subsidiary of Tractive)**  
**Sales, Marketing & Project Management Executive**

**Jan 2021 – Sept 2022**

- Led end-to-end project management for rollout of 200 ENOMAD LED screens on e-hailing vehicles, achieving first 200-unit milestone in Malaysia.
- Managed project timelines, vendor coordination and operational logistics to ensure on time delivery within budget.
- Organised Carsome's marketing convoy event, deploying 50 branded vehicles across five routes; oversaw planning, resource management and risk mitigation.
- Secured RM 50,000 in sales revenue through successful management of Grab marketing campaigns.
- Directed cross-functional teams across sales, marketing and operations to execute project aligning with client expectations.



**Tractive Sdn. Bhd.**  
**Sales, Marketing & Project Management Executive**

**Mar 2020 – Dec 2020**

- Drafted key agreement contracts for client projects including Segi Fresh software integration.
- Managed end-to-end project oversight for Segi Fresh integration and ENOMAD ambassador programmes.
- Played a critical role in raising RM 4 million for the ENOMAD project.
- Coordinated tender processes and secured hardware vendors for ENOMAD screens.



**Commerce Dot Com Sdn. Bhd.**  
*Corporate Communication & Marketing Executive*

**Sept 2019 – Feb 2020**

- Conducted research on Anti-Bribery Management System (ISO 37001) (ABMS) for a proposal as well as email blasts, posters and buntings.
- Tasked to do sales promotion for Supplier Management for ePerolehan of the Ministry of Finance (MoF).



**Qeerad Holdings Sdn Bhd**  
*Intern*

**June 2015 – Jul 2015**

- Researched and wrote a guidebook for Malaysian Tech startups and how they can obtain funding from the right organization.
- Learned how to construct an actual live cashflow forecast.
- Involved in analyzing startups requesting for funding from Qeerad for their eligibility and potential.

## Certifications

- Foundations of Project Management – Course by Google (Dec 2024)

## PROFESSIONAL SKILLS

- Business Development
- Client Services
- Investor Relations
- Project Management
- Supplier Negotiations
- Quality Control
- Project Budgeting
- Stakeholder Relations
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Words

## SOFT SKILLS

- Verbal and Written Communication
- Organization
- Leadership
- Detail Oriented
- Adaptability
- Critical Thinking

## LANGUAGES

**English**  
**Malay**

Native Language

Native Language

## REFERENCES

Available upon request