

---

# SABRINA AZHAM

## SENIOR MANAGER, BUSINESS DEVELOPMENT & PARTNERSHIPS

---

012-2473555 ♦ sabrinaazham@gmail.com

---

### PROFESSIONAL SUMMARY

---

Accomplished Business Development & Sales Leader with a proven track record in driving revenue growth, exceeding KPIs, and building high-impact partnerships. Known for spearheading strategic initiatives at 1Fit that led to an 80% spike in user activity, and for consistently securing long-term client relationships through trust, empathy, and tailored value propositions. A natural connector and persuasive communicator, I thrive in fast-paced environments where creativity, collaboration, and smart execution matter. With a flair for organizing engaging campaigns and events, I blend interpersonal strengths with commercial acumen to deliver results that are both meaningful and measurable.

---

### SKILLS

---

- **Business Development** – Identifying and capturing new opportunities to drive growth.
- **Client Management** – Managing end-to-end client journeys and retention.
- **Decision-Making** – Applying data and intuition to drive smart, timely business choices.
- **Business Acumen** – Understanding market dynamics, revenue levers, and commercial impact.
- **Work Ethic & Accountability** – Showing up consistently with ownership and integrity.
- **Sales Conversion & Negotiation** – Turning leads into deals with persuasive, value-driven communication.
- **Strategic Relationship Building** – Cultivating strong, long-term partnerships.
- **Networking & Relationship Development** – Expanding market reach through meaningful industry connections.
- **Customer Service Excellence** – Delivering high-touch service to enhance loyalty and satisfaction.
- **Team Collaboration** – Working effectively across departments and supporting collective success.
- **Time Management** – Prioritizing tasks to meet goals efficiently under pressure.
- **Campaign & Partnership Activation** – Executing co-branded campaigns that drive measurable engagement.

---

### WORK HISTORY

---

**Business Development Manager** , 01/2024 - 06/2025

## **1Fit – KualaLumpur**

- Spearheaded the acquisition of **225+ fitness & wellness partners** across Klang Valley within 12 months.
- Introduced first-time categories to the platform including **Pickleball, Reformer Pilates, Golf, Tennis, and Basketball**, creating new market segments.
- Secured **Flyproject at KLGCC**, leading to an **80% spike in user activity** within the first month.
- Consistently onboarded **15+ new partners monthly**, covering strategic territories: Shah Alam, Bangsar, Damansara Heights, and KL City Centre.
- Owned the **end-to-end partnership lifecycle**, from lead generation to co-marketing and retention.
- Launched **studio activations, branded events, and in-app campaigns** to drive user engagement and partner visibility.
- Collaborated cross-functionally with marketing and ops teams to align business goals and scale impact.

## **Senior Sales Manager & Head of Greenheroes , 09/2017 - 12/2024**

### **SOLS Energy Sdn Bhd – KualaLumpur**

- Managed full B2C and B2B sales pipeline, securing new business through prospecting, tailored proposals, and closing high-value deals.
- Developed personalized solar energy solutions focused on **cost efficiency and long-term savings**.
- Led **cold outreach campaigns** and introduced **email marketing automation** to drive lead conversion.
- Designed and scaled a **Referral Reward Program**, significantly boosting retention and repeat business.
- Mentored junior sales team members and fostered a culture of performance and ownership.

### **Sales Achievements:**

- **Top Sales Performer:** 2018, 2020, 2022, 2023
- **Performance Breakdown:**
  - 2017 – RM158,000
  - 2018 – RM187,000
  - 2019 – RM300,000
  - 2020 – RM2.5 million
  - 2021 – RM898,000
  - 2022 – RM1.8 million (57 deals)
  - 2023 – RM709,000 (22 deals to date)

## **Assistant Team Lead, Outbound Sales, 04/2009 - 09/2017**

### **Citibank – Kuala Lumpur, Malaysia**

- Managed high-volume inbound and outbound sales calls, consistently meeting and exceeding sales and service targets in a fast-paced, KPI-driven environment.

- Provided coaching, daily huddles, and performance support to junior team members, leading to improved productivity, morale, and sales conversion rates.
- Spearheaded team-wide sales training on objection handling and relationship-based selling techniques.
- Cross-sold a wide range of financial products including credit cards, personal loans, and insurance, focusing on long-term client value and retention.
- Built sustainable customer relationships by delivering proactive, personalized support and timely follow-ups, ensuring high customer satisfaction scores.
- Collaborated with cross-functional departments including underwriting and customer service to resolve issues and streamline onboarding processes.
- Maintained top-tier sales ranking across national branches for multiple consecutive quarters.

#### **Awards & Recognition:**

- **13x CITI Excellence Sales Awards**
- **1x National Sales Champion Award** for top overall sales performance nationwide

---

## EDUCATION

---

**Bachelor of Laws:** Law, 09/2009

**University of Bedfordshire** - United Kingdom

**Diploma:** 09/2006

**Canadian International Matriculation Program** - Sunway University College