



# Sadaf Karim

International Business Development Manager

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Phone: +97339326227

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## PROFILE

I am a highly experienced, international manager with the capacity to align the business interests of stakeholders, within and outside the business to develop long-term, mutually beneficial business relationships.

I have extensive experience in Management, Administration, and Human Resources both in capital goods industry and in the Education sectors, and this experience has helped form my inclusive leadership style, which I consider to be one of my key strengths.

## CAREER

**January 2019- to date**

Division Manager

Yokogawa Middle East & Africa B.S.C (c)

Bahrain

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Reporting directly to the Senior Executive Vice president of the company

I have been responsible for the revenue generation, expansion, and development of all new international channel partnerships, growing the channel partner network from 18 channel partners to 50 in 3 years. Channel partner revenues now represent around \$20m a growth of 13% in the last 3 years with a 17% growth forecast in the next year.

### Key Accomplishments

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- Developed the MEA specific framework for channel partners within the framework of the company's global protocols.
- Identified and recruited channel partners for expansion into non-oil and gas sectors within the Gulf region as well as the North African region.
- Delivered extended training and continuing education programs in several African partner networks for both existing products as well as the launch of several digital products.
- Responsible for the development of policy and its execution of the Proposal-pricing and approval process for all transactions either directly from the head office or via channel partnerships.
- Created a new digital virtual channel partner forum to improve communications during the COVID lockdown. This has significantly accelerated the adoption of digital strategies both within the organization as well as with channel partners and direct clients. This has resulted in a truly digital first mindset.
- Opened new offices in Middle East and Africa for the company.
- Managed all Sales related HR activities regarding the employment at country level offices Opened new offices in Middle East and Africa for the company
- Customer/End User registration on CRM through a proper vetting process



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- Single window for internal Sales Audit from Headquarters for Yokogawa Middle East and Africa.

## Sept 2008 -Dec 2018

Senior English Teacher

Lycée Français de Bahrain

Bahrain

During 10 years as a senior English language teacher at the French School, I directed the teaching curriculum for English, managed the teacher roles and supervised the successful accomplishment of over 1,500 young non-English-speaking students attaining their Oxford English Language Certificate, a requirement for progress to international higher education

### Key accomplishments

- Key member of the school infrastructure, including the senior management committee and the parent- teacher committee and deeply involved in many teaching and extra-curricular activities.
- Set up the school's English program for the Bahrain QAA (Quality Assurance Authority), and this was recognized throughout Bahrain's education system as a major asset of the school.
- Personally, completed the self-assessment form and all the necessary documents for the QAA audit, for the entire establishment.
- Wrote the internal regulations, and the financial regulations in English.
- Was the main interlocutor with the Ministry of Education of Bahrain regarding the control by the Bahraini authorities of textbooks
- Was invited to represent the French school in a prestigious French language festival, which demonstrated my mastery of the French language.

## Aug 2000-Dec 2006

Elementary School Teacher

American School of Karachi

Karachi

- Worked as primary school teacher instructing children in all age groups

## Education

| Year      | Institution  | Grade                    |
|-----------|--|--------------------------|
| 1990-1992 | University of Karachi.<br>Bachelor of Arts – B.A.<br>Faculty of Arts   | 1 <sup>st</sup> Division |
| 1999-2001 | Master's in Business Administration -MBA<br>Preston Institute of Management, Science and Technology<br>Majors: Banking and Finance | CGPA 4.00                |



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|--|---|-------------|
| 2009   | International Montessori Teaching Diploma<br>Lower Elementary Montessori Teacher Training Program | Outstanding |
| 2012   | République Française<br>Diplôme d'études en langue Française- DELF level B1                       | 85/100      |
| 2013   | University of Cambridge<br>Certificate in English language teaching to adults                     | Pass        |
| References and copies of certificates upon request |   |             |