

SYED MOHAMMAD MUSHARRAF

SALES & BUSINESS DEVELOPMENT | INTERNATIONAL B2B GROWTH | CUSTOMER EXPERIENCE

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SUMMARY

Sales and business development professional with more than €500,000 in cumulative direct sales and experience leading and coaching a team of approximately 15 people in fast-paced, international, customer-facing environments. Background spans direct sales, customer acquisition, financial services and business ownership, combined with a Master's in International Management and hands-on digital marketing experience. Skilled in prospecting, objection handling, closing and building customer relationships across diverse international markets. Now looking to apply this commercial and leadership experience to international B2B technology and HealthTech sales, building on existing skills by learning a more specialized, high-value product.

CORE SKILLS

Prospecting & Customer Acquisition · Consultative Selling · Objection Handling & Closing · Negotiation · CRM
International Sales · Sales Targets & KPI Tracking · Pipeline Management · Business Development · Team Leadership & Coaching
Onboarding & Training · Customer Experience · Digital Marketing · Communication · International Business
Business Operations · Problem Solving · Willingness to Travel

PROFESSIONAL EXPERIENCE

Team Leader – Customer Operations & Sales

Enticon Retail / Berlin City Tours | Berlin, Germany | April 2026 – Present

- Lead and coach a team of approximately 15 sales professionals, driving performance across a target-driven, international customer base.
- Support onboarding, training and daily coordination to maintain consistent sales and service standards.
- Monitor KPIs and sales performance, identifying opportunities to improve conversion and revenue.
- Manage daily customer-facing operations, resolving issues and coordinating solutions across teams.
- Operate in a fast-paced, target-driven commercial environment.

Sales Executive / Sales Agent

Enticon Retail / Berlin City Tours | Berlin, Germany | March 2024 – March 2026

- Prospected and engaged customers directly, managing the full sales cycle from first contact to close.
- Contributed to cumulative direct sales exceeding €500,000 through consultative, customer-focused selling.
- Handled objections and tailored solutions to individual customer needs.
- Built trust and rapport with an international customer base.
- Consistently met sales targets and received multiple Seller of the Month recognitions.

Customer Relations Executive – Financial Operations

Al Ahalia Money Exchange Bureau | Dubai, UAE | November 2022 – October 2023

- Managed customer relationships and delivered financial services in a multicultural, international environment.
- Maintained accuracy, compliance and customer trust across financial transactions.
- Resolved customer issues, coordinating with banking partners to ensure service continuity.
- Developed professional communication skills, handling customer requirements under regulatory conditions.

Business Development Trainee

BYJU'S | India | November 2021 – December 2021

- Conducted outbound prospecting and cold calling to generate new leads.
- Qualified leads based on customer needs and maintained CRM records.
- Worked toward sales targets through consistent, high-volume outreach.

Proprietor / Warehouse & Operations Manager

Skylark Footwears | India | 2019 – 2021

- Managed day-to-day business operations, including customer and client order fulfillment.
- Oversaw warehouse operations, staff management and dispatch.
- Gained direct experience in how a business operates beyond the sales function, from operations through to order delivery.
- Held full accountability for business performance as owner.

EDUCATION

Master of Arts in International Management

IU International University of Applied Sciences | Berlin, Germany | January 2024 – December 2025

Academic highlights: IT Service Management (1.0), Leadership (1.3), Global Brand Management (1.3), International Financial Management (1.3), International Marketing (1.7), Master's Thesis (1.7).

Relevant coursework: Business Process Management, IT Service Management, International Marketing, International Financial Management, Strategic Management, Business Ethics, Corporate Governance, Negotiation, Performance Management.

Overall Grade: 2.7

Bachelor of Business Administration

International School of Management | Patna, India

CERTIFICATIONS

Automotive Sales Process – Udemy · Business Process Management – Udemy · HubSpot SEO Fundamentals · HubSpot Social Media Marketing · AI Masterclass

ADDITIONAL DIGITAL & BUSINESS PROJECTS

Fly High With Syed

Founder / Content Creator

- Built a personal digital brand generating 100M+ organic content views.
- Applied digital marketing, content strategy and analytics to grow audience and engagement.

CareerOS

Personal Project

- Developing an AI-powered career platform concept, applying product thinking and digital transformation to a real-world problem.

LANGUAGES

English – C1 (Advanced) · German – B1 (Intermediate) · Hindi – Native

KEY ACHIEVEMENTS

- €500,000+ in cumulative direct sales
- Led and coached a team of approximately 15 people
- 100M+ organic content views through personal digital brand
- International professional experience across Germany, UAE and India