



Yaksh Redhu

E-Mail: x26yakshr@iima.ac.in Mobile: +91 9763705102 LinkedIn: www.linkedin.com/in/yakshredhu2023/

Summary

Results-oriented business development and sales leader with 5.5 years of experience across India and the UAE in sustainability and real estate. Proven track record in revenue growth, P&L ownership, multinational team leadership, and channel management across EMEA & South Asia. Outside work, an adventure sports enthusiast, avid traveller, and amateur writer.

Professional Experience

Azizi Developments LLC (Dubai)

Relationship Manager – Dec 2024 – Sep 2025

- Led a team of 100+ brokerage firms based in EMEA and South Asia to open new markets, directly generating top line revenue of 18,000,000 AED across 15,000 sqft. Specialised in the investor/flipper segment for off-plan properties.
- Organised 6 international property events to generate international sales across EMEA and India with an average footfall of 50 UHNWIs per event, which led to 25% revenue growth for channel partners.
- Frequently trained channel partners in person in the UAE and globally via video meetings for new product launches.
- Conducted and led Sales Meetings, Open houses and road shows for the channel partners and their clients
- Single point of contact between internal stakeholders like finance, contracts, handover, marketing and intermediaries like channel partners, third-party payment providers, and mortgage brokers.
- Ensured timely commission disbursements (within 30 days of SPA) to channel partners and negotiated exclusivity agreements for unit allocation to channel partners. Led cross-selling and upselling initiatives for channel partners.
- Explored strategic tie-ups with luxury car insurance and luxury watch retailers for direct lead generation/client acquisition in addition to existing channel partners.

Glencove Real Estate (Dubai)

Senior Sales Manager – Apr 2023 – Dec 2024

- Grew a team of 3 to a team of 20. Led multinational employees from India, Pakistan, Syria, Russia, Israel, Ukraine, Palestine, Ethiopia and Morocco. Conducted interviews, market training, product briefing and performance evaluation.
- Built, implemented and evaluated quarterly marketing strategy for the team including social media campaigns, third-party property listing portals, and local roadshows.
- Conducted 4 International property events – 2 in India, 2 in Pakistan. Average footfall of 100 people over 2 days. Generated sales of 12 million AED through the events across 13000 sqft, obtaining 600,000 AED in revenue.
- Owned an annual budget of AED 900,000 for all expenses associated with the team of 20 - 1 Social Media Manager/Photographer, 1 Administrative Worker, 4 Telesales Workers, 14 Real Estate Agents. This included but was not limited to marketing campaigns, salaries, commission structures, 3rd party product licenses, miscellaneous expenses like telephone bills and transportation bills, data sourcing, strategic partnerships/revenue sharing partnerships, property events and exhibitions.
- Built a network of 190 direct property listings in the rental and sales segment across 285000 sqft, generating a topline revenue of 5,000,000 AED through direct/indirect sales and rentals. Specialised in Villa sales and Office Rentals.
- Designed and implemented a new incentive structure and timeline to prevent attrition in the team. The Incentive structure was later replicated across the organisation for different teams.
- Built strategic partnerships with Holiday Home Companies and Mortgage Companies for cross-pitching during periods of low cash flow bringing in 750,000 AED in Topline Revenue across 15000 sqft when marketing campaigns were stalled.
- Negotiated exclusivity agreements for unit allocation with developers and high-volume resellers.
- Evaluated proposals for Joint Investments in new launches between the organisation and existing clients. Built a proposal for a joint venture with a new developer.
- Built on existing relationships with developers to get exclusive unit allocation, preferential commission rates, sponsorship for international exhibitions and early disclosure of information for future launches.

Bricks N Woods (Dubai)

Sales Agent – Apr 2022 – Mar 2023

- AED 27 Million in sales across 37,350 sqft, generating AED 950,000 in topline revenue for the organisation.
- Organised training sessions twice a month for new product launches by leveraging and growing existing relationships with Developers. Also supervised 2 telecallers for lead filtration.

- Negotiated exclusivity agreements with developers for guaranteed unit allocation by utilising a bulk purchase-resale mechanism at the company level while managing stakeholders like DLD and payment intermediaries.
- Organised an international property exhibition in Chandigarh with a footfall of 120 people over 3 days. Generated Sales of AED 3.5 Million across 3800 sqft, generating 115,000 AED in topline revenue.
- Co-ordination with Marketing for planning monthly Digital Marketing Campaigns in advance for new product launches and leftover inventory. Specialised in premium off-plan apartment sales to clients across GCC Countries and Indo-Pak.

Property Pistol (Dubai)

Assistant Sales Manager - Aug 2021 - Mar 2022

- AED 7.5 Million in Sales of 7450 sqft, generating AED 300,000 topline revenue for the organisation in the off-plan segment, catering to NRIs and Indian residents.
- Built relationships with Major Dubai Based Developers for new product launch, priority allocation and after-sales service.
- Stakeholder management between DLD, Developer Sales, Developer Support, Payment Intermediaries and consumers.
- Coordination with Marketing for planning monthly Digital Marketing Campaigns in advance for new product launches and leftover inventory.

Ecohoj (Jaipur)

B2B Sales Consultant/Strategic Outreach - Jan 2018 - Jul 2019

- Initiated vendor registration with 10 luxury hotels like Marriott, Radisson, and 30 eco-hotels across India, opening up a new business vertical for repeat sales.
- Orchestrated government sales contracts with the Rajasthan State Government and the French Embassy.
- Interviewed, trained and supervised a team of 15 interns.
- Led the implementation of crm system Hubspot for the B2B segment. Identified and tracked KPIs. Led to 50% reduction in lead conversion time and improved conversion ratio from 5% to 15% after HubSpot implementation.
- Set up automated campaigns for outbound communication, reminders, follow-ups, etc. Integrated a payment gateway mechanism. Lead sourcing through organic marketing, networking events and landing pages.
- Built a PR strategy for the brand by creating a database of Eco-Influencers, reporters and Environment Professionals. Built and monitored the outbound communication campaign for over one year, assisting with branding efforts. Generated 2 PR Collaborations per month. Also involved in B2B Annual Sales Strategy planning and forecasting.

Education

- Taxila Business School, Jaipur (PGDM) - Aug 2019 - Mar 2021
- BITS Pilani, Goa Campus (B.E. Chemical) - Aug 2013 - Dec 2017
- APS, Ambala Cantt, (XII CBSE) - Apr 2012 - Mar 2013

Accomplishments and Awards

- **Azizi** - Appreciation Awards from 2 channel partners as recognition of significant contribution in managing sales and relationships with their clients across EMEA.
- **Glencove** –
 - Received Award for Sales Manager – Highest Selling Team (Secondary Market) 2023
 - Received Award for Sales Manager – Highest Selling Team (Overall) 2024
- **Bricks N Woods** –
 - Highest single ticket transaction for the year 2022-23 – 8.75 Million AED
 - Top Seller Award – New Employee Segment
- **Property Pistol** - Rising Star Award for highest sales, new employee segment of the Dubai Branch for H2 2021-22.
- **Ecohoj** - Certificate of excellence from the founder for exceeding sales targets in FY April 2018-Mar 2019.

Extra-Curriculars

- Voluntary Work for NDRF and NAB in 2020 and 2017 respectively.
- Quiz and Debate competitions prizes at inter college level and inter school level.