



# Yaksh Redhu

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## Summary

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

## Professional Experience

### Relationship Manager | Azizi Developments LLC | Dubai

Dec 2024 – Sep 2025

- Built a network of 100+ channel partners and strategic retail partnerships, generating AED 18M in top-line revenue for the developer through indirect lead generation.
- Led channel initiatives across the UAE, EMEA, and India, spanning partner training, sales meetings, open houses, and international roadshows, contributing to 25% revenue growth for channel partners.

### Senior Sales Manager | Glen Cove Real Estate | Dubai

Apr 2023 – Dec 2024

- Built an AED 5M brokerage revenue portfolio and 190-property listing network from scratch over 2 years through local roadshows, international events and strategic partnerships, while managing an AED 900K annual operating budget.
- Scaled a multinational team from 3 to 20 across sales, marketing and administrative functions amid geopolitical instability; designed and implemented a company-wide incentive structure to strengthen retention and performance.
- Negotiated exclusivity agreements, preferred allocations and preferential commissions with MENA-based developers and resellers during periods of constrained cash flow, generating AED 750K in top-line revenue.
- Evaluated financial and commercial feasibility of potential JVs with new developers, leveraging the existing client base as a potential investment pool.

### Sales Agent | Bricks N Woods | Dubai

Apr 2022 – Mar 2023

- Generated AED 27M in sales and AED 950K in top-line revenue across the GCC and Indo-Pak through customer, developer and payment-intermediary relationships.
- Secured developer exclusivity, preferential allocations and sponsored international roadshows, generating AED 3.5M in sales and AED 115K in top-line revenue across the GCC and Indo-Pak.
- Conducted 2 monthly product training sessions and planned monthly digital marketing campaigns to strengthen lead generation and qualification.

### Assistant Sales Manager | Property Pistol | Dubai

Aug 2021 - Mar 2022

- Generated AED 7.5M in sales and AED 300K in topline revenue through customer, developer and payment-intermediary relationships, serving Indian and NRI clients.
- Planned monthly digital marketing campaigns for upcoming launches and priority inventory to drive lead generation.

### B2B Strategy & Sales Consultant | Ecohoy | Jaipur

Jan 2018 - Jul 2019

- Opened new B2B verticals across government, diplomatic and hospitality segments, securing business with the Rajasthan State Government, French Embassy and 40+ hotels across India.
- Built and led a cross-functional team of 15 interns across sales, PR, marketing and strategy.
- Led HubSpot CRM implementation, reducing lead-conversion time by 50% and doubling conversion rates from 5% to 10% through KPI tracking, landing pages and automated campaigns.

## Education

- PGDM – Taxila Business School | Jaipur (Aug 2019 - Mar 2021)
- B.E. (Hons) Chemical – BITS Pilani | Goa (Aug 2013 - Mar 2017)

## Accomplishments and Awards

- Azizi - 2 x Channel Partner Appreciation Awards - EMEA Sales & Client Relations (2025)
- Glencove – Sales Manager - Highest Selling Team - Secondary Market (2023), Overall (2024)
- Bricks N Woods – Top Seller Award - New Employee Segment (2022-23); Highest Single Transaction AED - 8.75 M (2022)
- Property Pistol - Rising Star Award - Highest Sales, New Employee Segment, Dubai Branch (H2 2021-22)
- Ecoho - Founder's Certificate of Excellence for exceeding sales targets (2018–19)

## Co/Extra-Curricular

- Volunteered with NDRF and NAB in 2020 and 2017, respectively.
- Multiple prizes in inter-collegiate and inter-school quiz and debate competitions.