

ADEN ZAIDI

SALES & MARKETING DIRECTOR | BUSINESS GROWTH & COMMERCIAL LEADERSHIP

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EXECUTIVE PROFILE

Senior sales, marketing and business-development leader with 11+ years of experience building commercial operations, developing high-value real estate markets, leading cross-functional teams and driving international B2B growth. Career track record includes PKR 10.1B+ in real estate sales and leadership impact, \$177K–\$219K+ in generated/closed international business and a \$310K+ active global pipeline. Combines executive-level planning with hands-on execution across go-to-market strategy, investor relations, sales transformation, brand development and revenue operations.

11+ YEARS

Commercial Experience

PKR 10.1B+

Real Estate Impact

\$177K-\$219K+

Global Business Impact

\$310K+

Active Global Pipeline

CORE EXECUTIVE COMPETENCIES

Commercial Strategy • Real Estate Sales & Investment Advisory • Go-to-Market & Project Launches • Sales & Marketing Leadership • Investor & Channel Strategy • Brand Positioning & Reputation • Performance Marketing & Lead Generation • CRM, Pipeline & Sales Operations • Team Building & Leadership • Partnerships & Business Development • International B2B / SaaS Sales • Market Intelligence & Pricing

EXECUTIVE EXPERIENCE

SALMAN DEVELOPERS | Lahore, Pakistan

Oct 2025 - Oct 2026

Director – Sales & Marketing

- Directed corporate rebranding, project evaluation, feasibility assessment, pricing review, market positioning and the development of an integrated sales and marketing operation ahead of the project's focused pre-launch sales phase.
- Achieved the Residence 41 pre-launch sales target, selling 20% of total project inventory within four months of focused sales execution and generating approximately PKR 350M in booked inventory value, following the initial corporate rebranding, project evaluation, feasibility and commercial groundwork.
- Led the full commercial strategy across investment positioning, go-to-market planning, digital acquisition, sales operations, investor engagement and high-value negotiations, translating early-stage preparation into measurable sales performance.
- Built and led the internal sales function, established performance management and CRM processes, and directed sales and marketing execution across the project lifecycle.

THE VERTICAL | Lahore, Pakistan

Jul 2022 - Jan 2025

Director – Sales

- Advanced from Senior Investment Advisor (Jul 2022–Feb 2023) to Sales Manager (Feb–Aug 2023), then Director Sales (Aug 2023–Jan 2025), assuming progressively broader commercial leadership responsibilities.
- Delivered approximately PKR 600M in personal sales as Senior Investment Advisor; led a team to PKR 2.1B in sales within seven months as Sales Manager; drove PKR 6B+ in leadership impact as Director Sales, contributing to approximately PKR 8.7B+ cumulative impact across the platform.
- Led and coached a 40-50 person sales organization across investor acquisition, pipeline governance, conversion strategy, team targets and performance management, while partnering with marketing on campaign quality and lead-conversion analysis.
- Worked across high-rise residential and commercial inventory including V1 / 94, V2, V3 Business Centre and The Grand Vertical, strengthening investor communication, channel relationships and project-market fit.

AAS PROPERTIES | Lahore, Pakistan

Mar 2019 - Jun 2022

Investment Advisor

- Generated approximately PKR 805M in residential and commercial property sales over 3+ years through investment advisory, high-value negotiations, portfolio analysis and sustained client relationships.
- Advised investors on a broad mix of premium residential and commercial opportunities, including Lake City developments (M7B, M3, M8, Golf M4, Roof Gardens, Downtown and Business Bay), aligning investment objectives with market positioning and product fit.
- Developed a strong foundation in investor acquisition, market analysis, pipeline management, consultative selling and long-cycle conversion that later supported wider team and business leadership.

ADDITIONAL EXECUTIVE & INTERNATIONAL COMMERCIAL EXPERIENCE

MERIDIAN REPUTE | Lahore, Pakistan

Sep 2026 - Present

Co-Founder & Director of Business

- Co-founded a premium reputation-strategy firm focused on founders, executives and organizations, combining positioning, digital trust, content strategy, media visibility and reputation-led growth.
- Lead business strategy, client development, commercial packaging and market positioning, extending sales leadership into reputation and trust as measurable business assets.

THE OUTSELL | Houston, USA / Lahore, Pakistan

Mar 2023 - Present

Co-Founder & Director - Business Development

- Built an international business-development engine serving technology, SaaS and digital-product clients through platform-led acquisition, outbound prospecting and commercial account development.
- Closed \$79K+ across 9 selected accounts and built a \$310K+ active pipeline; operating model supports 50+ optimized Upwork profiles and 300+ client interviews annually.
- Developed repeatable sales systems covering market research, proposal strategy, profile positioning, lead qualification, client conversion and account growth.

MOTIVE | Remote / International

Jan 2022 - Feb 2023

Account Executive - Inbound Sales

- Closed approximately \$7K-\$10K+ in monthly business through inbound SaaS sales, consultative discovery, lead qualification, solution positioning, follow-up and CRM-based pipeline management.
- Built international sales discipline around fast lead response, structured discovery, objection handling, forecasting and conversion - later applied across B2B ventures and real-estate sales teams.

EARLIER MARKETING & COMMUNICATIONS EXPERIENCE

STYLO

Social Media Manager Intern | May-Jul 2021 - Supported content planning, social engagement, campaign execution and digital brand visibility while completing undergraduate studies.

ILAAAN.COM

PR Specialist | Mar 2016-Apr 2017 - Supported PR strategy, media coordination, communication planning and market-facing brand presence in the real-estate technology space.

EDUCATION

FORMAN CHRISTIAN COLLEGE (A CHARTERED UNIVERSITY) | Lahore, Pakistan

Sep 2017 - May 2022

BS (Hons) Mass Communication - Advertising & Public Relations | Grade A

- Academic foundation in communication strategy, advertising, public relations, audience psychology, media studies and brand perception - applied throughout a career in sales, marketing, positioning and investor communication.

NATIONAL COLLEGE OF ARTS (NCA) | Lahore, Pakistan

Mar 2016 - Aug 2016

Diploma - Film & Television

- Training in visual storytelling, production and communication.

ADDITIONAL INFORMATION

Languages: English, Urdu | **Commercial Tools:** CRM & pipeline management, LinkedIn, Upwork, digital lead-generation workflows, performance reporting, sales forecasting and executive presentations