CONTACT

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CORE SKILLS

Inventory & Commercial

- Inventory Control & Allocation
- Launch Readiness & EOIs
- Dynamic & Comps-Based Pricing
- Payment Plans & Monthly Offers
- Commission Validation & Audits
- Developer Liaison & Approvals

Operations & Systems

- Project Onboarding
- Unit, Plan & Layout Updates
- URF & SPA Mapping
- CRM Stabilization
- Sales Enablement
- Allocation Dispute Resolution

Software & Reporting

- Salesforce
- Microsoft Dynamics 365
- EPMS
- Power BI
- Advanced Excel (certified)
- PowerPoint
- BP, MIS & Ad-hoc Reporting
- In-House CRM Build
- AI-Assisted Development

EDUCATION

MBA – Finance & Information Technology
University of Kashmir · 2022

BBA – Business Administration
University of Kashmir · 2019

CERTIFICATIONS

Diploma in Computer Applications
CITC, India

LANGUAGES

English · Fluent
Hindi · Fluent

Mohammad Asim Rather

Manager – Sales Operations & Inventory | Dubai Off-Plan Real Estate

Sales operations and inventory leader with 3.5+ years in Dubai off-plan development, currently governing **AED 20Bn+ of residential and commercial inventory across 30+ projects**. Runs launches end to end: EOIs, tranche releases, unit allocation and comps-based pricing. Builds the Power BI and CRM (Salesforce, Dynamics 365, EPMS) foundations that keep inventory, bookings and commissions accurate.

PROFESSIONAL EXPERIENCE

Manager – Sales Operations & Inventory
Jan 2026 – Present

OCTA Properties L.L.C. · Dubai, UAE | *Promoted from Assistant Manager*

- **Portfolio Ownership:** Own live inventory for 30+ vertical and master-planned projects valued at AED 20Bn+, keeping availability, holds and transaction records accurate in real time.
- **AI-Assisted Launch Allocation:** Introduced a model that matches release tranches to broker performance data, removing allocation bias and shortening launch turnaround.
- **Launch & Commercial Rollouts:** Lead launches end to end: pre-launch EOI tracking, tranche releases, payment plan rollouts and monthly offer setups for in-house sales and channel partners.
- **Management Reporting:** Built automated Power BI dashboards on Salesforce data covering Business Plan (BP) tracking, inventory aging and commissions for senior management.
- **CRM & Project Onboarding:** Lead CRM stabilization and end-to-end project onboarding (inventory, unit plans, offers); automated URF and SPA mapping to prevent duplicate allocations.
- **Commissions & Audits:** Calculate and validate monthly broker and internal sales commissions before payout.
- **Developer Alignment:** Act as direct liaison with developer leadership on bulk deals, exception pricing, special requests and launch readiness.

Key Project: In-House CRM · Built at OCTA Properties | *Product owner & co-builder, Jul 2026 – Present*

- **Sales Ops Modules:** Shipped units, EOIs, payment plans, bookings, offers, approvals and commissions.
- **Management BI & Controls:** Live sales, EOI and compliance dashboards; rules enforced at entry.
- **Delivery:** 370+ changes in production since July 2026 through AI-assisted development.

Assistant Manager – Inventory
Nov 2024 – Dec 2025

OCTA Properties L.L.C. · Dubai, UAE

- **Inventory & Launch Readiness:** Managed daily holds, allocations and unit preparation for upcoming phases across vertical and horizontal portfolios.
- **Comps & Pricing:** Benchmarked competitors, areas and demand trends to support management on launch pricing decisions.
- **Design & Layout Changes:** Implemented design changes, revised floor plans and unit-mix updates across system listings and sales collateral.
- **Sales Team Support:** Primary operations contact for sales consultants on availability, pricing and allocation disputes, including launch peaks and weekends.

Sales Administrator
Aug 2023 – Sep 2024

Ellington Properties Development LLC · Dubai, UAE | *Promoted from Document Controller*

- **Inventory Governance:** Managed inventory schedules for all Ellington off-plan launches: phase releases, operational holds and high-volume pre-launch EOI tracking.
- **Launch Allocation:** Ran fair-share and performance-based unit allocation across internal consultants and external agencies during major launches.
- **Dynamic Pricing & Re-Pricing:** Priced units for demand, floor premiums, views and bulk deals; built re-pricing frameworks for cancelled and terminated units.
- **Sales Enablement:** Supported sales consultants daily on availability, pricing matrices and reservation workflows, and resolved cross-team allocation disputes.
- **Systems & Data Integrity:** Maintained transaction data accuracy across Microsoft Dynamics 365, EPMS and Salesforce.

Document Controller
Feb 2023 – Jul 2023

Ellington Properties Development LLC · Dubai, UAE

- **URF Verification:** Checked unit reservation forms for accuracy before bookings moved ahead.
- **Agency Onboarding:** Handled agency registrations and agreements through to execution.
- **Sales Support:** Created inquiries in the CRM and handled ad-hoc requests for the sales team.