

# AMIR AMALI BIN HANAPI

**BUSINESS DEVELOPMENT MANAGER | PARTNERSHIPS | B2B SALES | CHANNEL GROWTH**

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## PROFESSIONAL SUMMARY

Business Development Manager with 9+ years of experience across B2B sales, partnerships, marketing, e-commerce and customer operations. Progressed from Marketing Executive to Business Development Manager at Allpure, with responsibility for sales planning, corporate and channel opportunities, team support and event-generated pipelines. Brings a practical, data-informed approach to CRM, stakeholder presentations and cross-functional delivery across consumer products, SaaS and fintech.

## CORE COMPETENCIES

Business Development; B2B and Corporate Sales; Partnerships and Channel Development; Lead Generation; Pipeline Management; Sales Forecasting and Budgeting; Proposal Development; Stakeholder Presentations; Reseller Management; Event Lead Generation; E-commerce Operations; CRM and Reporting

## PROFESSIONAL EXPERIENCE

**ALLPURE SDN BHD** | Shah Alam, Selangor, Malaysia

**Business Development Manager** | Oct 2024 - Present

- Develop annual sales budgets, forecasts and commercial plans; translate targets into priorities and follow-up actions for the sales team.
- Develop corporate staff-purchase opportunities for water filtration products, including a programme for a multinational technology company, and build proposals for other national accounts.
- Led Allpure's ARCHIDEX 2026 participation and post-event pipeline process, generating 163 potential leads and coordinating structured follow-up.
- Lead franchisee acquisition and project-sales initiatives, prepare commercial proposals and present solutions to brand principals, partners and customers.
- Coordinate sales, marketing, e-commerce and operations teams to deliver campaigns, events and client requirements in line with principal brand standards.

**Senior Marketing Executive** | Aug 2023 - Sep 2024

**Marketing Executive** | Feb 2023 - Aug 2023

- Promoted twice within 20 months, reflecting expanded ownership across marketing execution, commercial planning and business development.
- Planned and executed principal-approved campaigns, reseller activations, events and product-display programmes across online and offline channels.
- Managed Shopee, Lazada, TikTok Shop, social media and the WordPress website; tracked marketing development fund activity across marketplace ads, livestreams, Meta and print.

**Business Development Executive** | XTB International | Remote | Jul 2022 - Nov 2022

- Exceeded 100% of account-activation and client-purchase KPIs for the Malaysian market.
- Built a localized client-acquisition approach, tailored promotional bonus schemes and adapted international marketing pitches for Malaysian prospects.
- Managed prospect and client activity in Salesforce while working directly with the Company Director and Head of International Sales on commercial priorities.

## PROFESSIONAL EXPERIENCE - CONTINUED

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### **Sales and Operations Executive | Otomate Me | Subang Jaya, Selangor | Feb 2022 - Apr 2022**

- Reached more than 100 leads per month through targeted campaigns and follow-up; conducted virtual and face-to-face consultations to close SaaS opportunities.
- Created landing pages, webinars and marketing plans in collaboration with the CEO and CTO.
- Managed day-to-day sales and operational workflows from lead outreach through solution presentation and deal follow-up.

### **Head of Customer Service / Marketing Executive | SoniXpress | Damansara, Selangor | Mar 2021 - Oct 2021**

- Transitioned from Marketing Executive to Head of Customer Service and established the core service operation, including LiveChat CRM, 3CX softphone and a knowledge base/SOP system.
- Trained and scheduled customer service staff, assigned workloads and coordinated issue resolution across interdependent departments.
- Supported digital marketing through social content, Facebook advertising and live events alongside operational responsibilities.

## EARLIER CUSTOMER EXPERIENCE ROLES

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**Customer Service Representative** | Gamers Hideout | 2021

**Customer Service Executive** | ZimiTech | 2020 - 2021

**Customer Engagement Consultant** | rentDAX | 2019

**Customer Happiness - BigPay Project** | Brandt International | 2018

**Customer Experience Specialist** | Grab | 2018

**Live Chat Agent - webe Project** | VADS Sdn Bhd | 2017 - 2018

- Delivered omnichannel service across phone, email, live chat, WhatsApp and social media; handled Tier 2 escalations, disputes, KYC, verification and cross-functional resolution.
- Achieved role-specific KPIs including 95%+ call answer rate at Grab, 90%+ email/chat closure at Brandt, 75%-90% case closure at ZimiTech and 80% customer satisfaction at VADS.

## EDUCATION

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**Bachelor of Business Administration (Hons.) Human Resource Management**

Universiti Teknologi MARA (UiTM) | Part-time | Expected Aug 2027

**Matriculation (Physics)** | Selangor Matriculation College | 2010

## SYSTEMS AND TOOLS

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**CRM and Service:** Salesforce, Zendesk, LiveChat, MessageBird, 3CX, Avaya | **Digital and Commerce:** WordPress, cPanel, Shopee, Lazada, TikTok Shop, Meta platforms | **Productivity:** Microsoft Excel, PowerPoint and Word