

SYED HUSSAINI

Banking Product Manager and Sales Strategist (MBA, B.Sc. Statistics)

Dubai: +971-567 010 765 | India: +91-95549 66011

Email: Syed.hussaini101@gmail.com

LinkedIn: <https://www.linkedin.com/in/SyedHussaini101>



PROFILE SUMMARY

Seasoned Product Manager & Sales Strategist with over 18 years of experience driving product innovation and revenue growth. Specializing in **integrative data** and **digital transformation**, I excel at developing cutting-edge solutions that enhance customer experience and market positioning.

Adept at **stakeholder collaboration, customer acquisition, and team leadership**, I have a proven track record of leading **cross-functional teams** to achieve strategic business objectives. Passionate about leveraging my expertise in the **banking and financial services sectors** to drive market expansion and sustained revenue growth.

WORK EXPERIENCE

ICICI BANK, MUMBAI | SEPT 2021 – PRESENT

ASSOCIATE LEADERHIP TEAM | APR 2025 – PRESENT & CHIEF MANAGER – PRODUCT | SEP 2021 – MAR 2025

- Successfully achieved 2X digital sales growth of 3-in-1 Savings + Demat + Trading bundled accounts by leading the design & implementation of data-driven digital marketing strategies tailored to customer personas
- Integrated innovative Demat & Trading Account features into ICICI Bank's mobile and internet banking platforms, boosting customer engagement and doubling digital traffic
- Identified and communicated cross-selling opportunities for 3-in-1 Accounts, enabling Relationship Managers to offer the product proposition to affluent customers and drive higher Money In Bank contributions
- Spearheaded multiple product lifecycle initiatives, ensuring seamless customer onboarding and market differentiation by collaborating with technology, marketing, compliance, business & analytics team
- Trained 2000+ regional and branch managers on product innovations and competition benchmarking

Key Accomplishments:

- Successfully launched paperless account opening process for onboarding new customers via Bank Tab platform
- Doubled monthly acquisition of 3-in-1 Accounts from 35K to 70K within a year of targeted timeline

KOTAK MAHINDRA BANK, MUMBAI | CHIEF MANAGER – MUTUAL FUNDS | MAY 2019 – AUG 2021

- Achieved 100% targets in Mutual Fund sales, driving 30% YoY growth in Mutual Fund Assets Under Management
- Lead training programs for frontline sales teams demonstrating content development, delivery & implementation
- Collaborated with IT & analytics teams to enhance digital tools for customer transactions and portfolio management
- Provided strategic support to the Investment Counsellor Channel on product insights, new fund offers, market trends, business initiatives, investment advisory, and operational aspects
- Launched sales campaigns (ROAR) to accelerate Lump Sum and Systematic Investment Plan (SIP) volumes

Key Accomplishments:

- Increased customer base and net sell by 30% through strategic campaigns across 1500+ Bank Branches
- Successfully driven the launch of new NFOs through bank branches, achieving an AUM of ₹550 Cr for Kotak ESG Opportunities Fund (Dec 2020) and ₹400 Cr for Kotak Pioneer Fund (Oct 2019)

ICICI SECURITIES LTD | SENIOR MANAGER – PRODUCT | MAY 2016 – APR 2019

- Led the onboarding and activation of new customers through a centralized call center, acquisition and advisory teams, ensuring activation within targeted timeline of seven days of account opening
- Implemented targeted customer awareness programs on Exchange Traded Funds (ETFs) to engage Non-Traders and Stop-Traders, increasing the base of revenue-generating customers month-on-month
- Designed & implemented specialized training programs nationwide to boost customer activation and engagement
- Responsible for providing monthly insights to senior management through product performance analytics, enabling data-driven decision-making

Key Accomplishments:

- Launched the 'Pehal' Campaign, covering 100,000+ customers and tripling revenue per customer within T+1 month
- Introduced and promoted Exchange Traded Funds for new investors, training the sales team to drive adoption, resulting in 40% of new customers investing in ETF SIPs – Nifty 50 ETF and Next Nifty 50 ETF

ICICI SECURITIES LTD | JAN 2007 – APR 2016

REGIONAL SALES MANAGER | MAY 2011 – APR 2016 & SENIOR SALES MANAGER | JAN 2007- APR 2011

- Led a high-performing team of Sales Managers & Sales Executives to align productivity with organizational targets
- Conducted corporate and institutional marketing activities to increase product awareness
- Ensuring customer escalations are resolved within 48 hours, driving retention and customer satisfaction
- Monitored acquisition MIS to enhance efficiency and streamline operations

Key Accomplishments:

- Recognized as the No. 1 Regional Manager twice for outstanding performance and leadership
- Honored with the “ICARE” award five times for excellence in customer service and commitment to customer satisfaction

SKILLS/ CORE COMPETENCIES

- **Product Management:** Comprehensive expertise in product lifecycle management and innovative feature design
- **Sales Leadership:** Proven ability to devise and execute high-performing sales strategies
- **Digital Marketing:** Proficient in Direct-to-Customer digital marketing and campaign execution
- **Customer Engagement:** Skilled at leveraging analytics to enhance user experience and retention
- **Training & Development:** Adept at team training, leadership development and skill enhancement
- **Data Analytics:** Strong background in market trend analysis and KPI-driven decision-making
- **Stakeholder Collaboration:** Excellent at coordinating with technology, marketing, and compliance teams
- **Competition Analysis:** Benchmarking of products and processes to identify market trends, optimize offerings, and enhance strategic positioning

EDUCATION

- MBA (Marketing & Finance) | Army Institute of Management & Technology, GGSIP University (2007), India
- Graduation in Statistics | Lucknow University (2005), India