

APRIL JOY ROGEL CASUBUAN

Business Development Manager | MEA Region

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PROFESSIONAL SUMMARY

Results-driven Business Development Manager with 15+ years of experience across the Middle East, specializing in mobile technology, enterprise solutions, and GCC market expansion. Demonstrated success in building high-value partnerships, accelerating revenue pipelines, and leading cross-functional teams. Adept at navigating complex regional markets and executing end-to-end sales strategies that convert prospects into long-term accounts.

CORE COMPETENCIES

Business Development • Revenue Growth • Strategic Partnerships • Key Account Management • GCC/MEA Market Expansion • Go-to-Market Strategy • Lead Generation & Pipeline Management • Contract Negotiation • Team Leadership • Partner Relationship Management

PROFESSIONAL EXPERIENCE

Business Development Manager – MEA | **Blackbelt360** 2022 – Present

- Spearheaded business development across the MEA region, identifying and closing new enterprise accounts in mobile technology and digital solutions.
- Cultivated and managed a portfolio of strategic channel partners, driving partner-sourced revenue through co-selling initiatives and joint go-to-market execution.
- Designed and implemented territory-level go-to-market strategies aligned with regional demand trends, reducing average sales cycle time.
- Managed full sales cycle from prospecting and qualification through negotiation, closing, and post-sale relationship management.
- Presented executive-level business reviews and pipeline forecasts to senior leadership, maintaining CRM accuracy and reporting integrity.

Business Development Manager – Gulf | **Belmont Trading** 2020 – 2022

- Identified and secured new GCC market opportunities across UAE, KSA, Kuwait, and Bahrain, contributing to measurable year-on-year revenue improvement.
- Strengthened retail and distribution partnerships by renegotiating terms and expanding product placement across key accounts.
- Developed targeted sales proposals and presentations, improving win rates on competitive bids.
- Collaborated with product and logistics teams to ensure timely order fulfilment and client satisfaction in the Gulf region.

Area Manager – Middle East | **Redeem Group** 2015 – 2020

- Led regional strategy, operations, and P&L oversight across multiple Middle East markets over a 5-year tenure.
- Managed and grew a portfolio of key accounts, achieving consistent account retention and incremental revenue expansion.
- Recruited, onboarded, and mentored sales and operations staff, building a high-performing regional team.
- Coordinated with headquarters to align regional market execution with global business objectives.

Office Manager | **TEADS** 2013 – 2015

- Oversaw day-to-day office operations, vendor management, and administrative workflows supporting a fast-paced media technology environment.

- Served as the central point of coordination between internal teams and external stakeholders, improving operational efficiency.

Executive Assistant | **Media World Dubai** 2010 – 2013

- Provided high-level executive support including schedule management, correspondence, meeting preparation, and stakeholder communications.
- Managed confidential documentation and assisted in coordinating cross-departmental projects and client-facing events.

EDUCATION

Diploma in Computer Technology — Colegio de San Pedro