

Mr SAMUEL HAROUNI

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PROFESSIONAL PROFILE

Recently relocated from the UK, I was a Senior Business Development Manager with eight years of experience across B2B sales, business development and account management within financial services, most recently specialising in property finance. I have a proven track record of originating structured lending transactions, building high-value introducer partnerships and consistently exceeding revenue targets. I generated £200,000 in revenue in 2025 against a £100,000 target, and delivered a multi-million pound bridging facility producing £180,000 in revenue within the first four months of 2026, prior to relocating to Singapore. I am commercially driven, with a strong focus on relationships and building long-term partnerships that generate consistent deal flow and pipeline growth.

WORK EXPERIENCE

Senior Business Development Manager | Aria Finance – ENRA Specialist Finance Group | October 2023 – April 2026.

- Identify, develop and secure new business across the property finance market, including bridging, commercial and development lending.
- Engage in B2B prospecting, assess client requirements and align finance solutions accordingly.
- Develop and manage long term introducer and property professional partnerships that generate consistent deal flow.
- Acted as a key point of contact for brokers and other professionals, managing transactions from enquiry through to completion.
- Represented the business at industry events, meetings, and exhibitions.

Key Achievements:

- Generated £200,000 in individual case earnings against a £100,000 target in 2025.
- Achieved 106% of regional growth target in 2025.
- Consistently exceeded monthly and annual KPI performance targets, such as enquiry numbers and completions.
- Brought in a multi-million pound bridging loan, producing £146,000 in revenue for that one deal alone. On track to exceed 2025 performance, leaving Aria with over £180,000 in individual case earnings four months in before leaving.

Sales Consultant | RDEL Ltd t/a DataFox | May 2018 – October 2023

- Developed new client relationships through structured B2B outreach and prospecting
- Advised company directors and stakeholders on R&D tax credit eligibility and claims
- Managed the full sales cycle, including negotiation and conversion

EDUCATION

- BA Politics and Modern History (2:1), Aberystwyth University, Graduated July 2018
- A Levels: History, Information Communication Technology, Religious Studies
- GCSEs: Seven including English, Mathematics and Science

CORE SKILLS

- Strategic partnership development and relationship management
- B2B sales and consultative client advisory
- Revenue generation and pipeline ownership
- Pipeline management, forecasting and CRM systems