Serina Pinheiro
Customer Relationship Management, Operations and Compliance

Senior Client Relations professional with over 17 years of experience in the field of Luxury Real Estate, Telecom, Credit Card, Home Mortgage and Retail. Strong working knowledge of managing Bookings, Collections, Registrations, Handover & Resale in the real estate segment. Proven track record of managing successful teams, systems and processes into models of growth and profitability.

WORK EXPERIENCE

District 1, Dubai, UAE
Assistant Manager – CRM Compliance, MIS & Reporting (2019 till date)
Inventory Management for 1500+units. Handle Pre-Sales Operations, Blockings, Reservation, Documentation & Compliance. Working with a team of 30+ sales managers. Handle compliance of Post Sales Operations, SPA & Preregistration. Ensuring that SLA's are met in SPA, Pre-registration, Completion and Extension Notices. Identify compliance issues that require remediation. Verify oversight and monitoring activities. Collaborate with senior management and the appropriate department heads. Report compliance violations and prepare MIS for management review.

Shapoorji Pallonji, Dubai, UAE
Manager – Customer Relations (2018 – 2019)
Responsible for the collection of 1.6 Billion AED from 425 units including villas and penthouses for an Ultra Luxury project in the downtown Dubai. Responsible for implementation of CRM policies & procedures for clients, vendors and consultants. Identifying gaps in the existing procedures and work towards efficiency enhancment in daily operations by driving automation and modern tech application to all functions within presales, post sales and business development. Compiled and shared weekly MIS in terms of collection, forecast, registrations, legal, issues and escalations for the management review.

Oberoi Realty Ltd, Mumbai, India
Manager – Sales and CRM (2012 – 2017)
Managed the sales and post sales customer life cycle, HNI client relationships, streamlining processes, documentational accuracy, customer profiling, lease and licensing, cancellations and escalations, bank disbursals and collections, reviewing reports and forecasting.

Lodha Group, Mumbai, India
Deputy Manager – Sales and CRM (2010 – 2011)
Led a team of 5 FTEs with responsibility for the collection of USD 9 million across the Luxury & Aspirational segments. Accountable for customer service enhancement, operational streamlining, team building & leadership, client & broker relations, policy & procedure formulation, strategic business planning and product launches.

Hutchison Whampoa 3 Global Services, Mumbai, India
Team Manager - Sales Support Operations (2008 – 2010)
Spearheaded the team comprising of 18 FTEs and managed a sales support channel servicing territory managers and store managers of Vodafone in Australia. Managed the day-to-day operations to include staff supervision, budgeting, retention, and customer service. Monitored through utilization of workforce manager. Additionally, liable for conducting agent performance assessments which were documented and archived for future reviews.

WNS Global Services, Mumbai, India
Team Manager (2006 – 2008)
Successful transitioned and kick started the AVON account management center in India that serviced the sales channel for the whole of USA. Recruited 90 representatives and 20 supervisors. Drove initiatives to train personnel to improve efficiency to improve customer's needs. Streamlined the training department.

Epicenter Technologies Ltd, Mumbai, India
Team Leader (2003 – 2006)
Started my career in American Express credit card collection (Australia) and quickly grew to manage 15 executives. I was instrumental in reducing average handle time per case resulting in an increased profitability.

AREAS OF EXPERTISE

Customer Service
Sales Support
Business Development
Operations
Compliance
Team Management
Training and Coaching
Recruitment
Process Transitioning
Data Analysis
Project Management

ACADEMICS

Post Graduate Diploma in Business Administration

Masters in Arts – Mumbai University

CONTACT
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