

ABHISHEK BANERJEE

REAL ESTATE STRATEGY & DEVELOPMENT LEADER

Sales & Marketing Leadership · Developer Advisory · P&L & Revenue Growth · India | Dubai | Thailand

+91 98746 05126 | abhishek_banerjee@hotmail.com | www.abhishekbanerjee.online
79 Dr KD Mukherjee Road, Skyline Apartments, Block C, Kolkata – 700060



EXECUTIVE PROFILE

Real estate strategy and sales leader with 20+ years of progressive experience driving sales, marketing, developer advisory and portfolio growth across India, the Middle East and Asia Pacific — including senior in-house leadership as General Manager, Sales & Marketing, and, since 2023, an independent advisory practice serving developers and high-net-worth investors.

Proven track record of building and leading sales and marketing functions from the ground up, shaping developer go-to-market and positioning strategy, and translating market insight into revenue growth. Trusted by property developers and high-net-worth principals for strategic guidance on project launches, portfolio strategy and transaction execution across premium residential, commercial and investment real estate.

Brings a rare combination of hands-on corporate leadership and independent strategic advisory — positioned to step into a senior executive role driving sales, growth and market strategy for a leading property development organization.

INDEPENDENT STRATEGIC ADVISORY PRACTICE

Property Consultant — High-Net-Worth Property Advisory & Developer Strategy

Independent Practice | India | Dubai | Thailand

January 2023 – Present

- Advise high-net-worth individuals on premium residential, commercial and investment property opportunities, focused on suitability, value, positioning and acquisition strategy.
- Advise property developers on sales and marketing strategy, project positioning, go-to-market planning, channel strategy, customer segmentation and revenue growth.
- Develop and execute sales strategies for selected premium properties in Dubai and Thailand for high-net-worth individuals and investors.
- Support developers and property owners with business development, portfolio strategy, sales processes, negotiations and customer acquisition.
- Provide strategic guidance on property transactions, market positioning, project launches and sales performance improvement.

CORE EXPERTISE

- | | |
|--|--|
| ◆ Sales & Marketing Leadership | ◆ Developer Advisory & Go-to-Market Strategy |
| ◆ Real Estate Strategy & Structuring | ◆ Revenue & Profit Growth |
| ◆ High-Net-Worth Property Advisory | ◆ Premium Property Sales — Dubai & Thailand |
| ◆ Business Development | ◆ Real Estate Portfolio Management |
| ◆ Residential & Commercial Real Estate | ◆ Project Launch & Positioning |
| ◆ Negotiation & Deal Structuring | ◆ Team Leadership & Sales Operations |
| ◆ Brand Development | ◆ Customer & Account Management |
| ◆ Property Management | |

PROFESSIONAL EXPERIENCE

General Manager – Sales & Marketing

Keventer – Real Estate Vertical (MKJ) | Calcutta, India

November 2014 – December 2022

- Led real estate sales and marketing across residential and commercial projects.

- Managed project portfolio, launches, budgeting, acquisitions, leasing, sales operations and property management.
- Drove business development, revenue and profit growth, customer acquisition, brand development and team performance.
- Led negotiations, strategic planning, process improvement and transition management.

General Manager – Sales & Marketing

Axiom Estates Advisory Services Pvt. Ltd. | Calcutta, India

February 2011 – November 2014

- Managed real estate transactions, acquisitions, sales strategy, project portfolio management and business development.
- Led marketing, training, negotiations, customer service and sales process development.
- Focused on business expansion, revenue growth and new-home sales.

Manager – Marketing

SBK Group – Real Estate Division | Dubai, UAE

April 2009 – January 2011

- Managed real estate marketing, transactions, acquisitions, budgeting, project portfolio and business development.
- Supported brand development, account management, sales strategy and business expansion.

Sales Executive

Marcus Evans – THG Corporate Sports Sales | Dubai, UAE

March 2008 – April 2009

- Managed high-end sporting event transactions, negotiations, presentations, account management and business development.

Senior Flight Purser

Jet Airways India Ltd. | Calcutta / Bombay, India

January 2006 – February 2008

Corporate Trainee

Hyatt Regency Kolkata | Kolkata, India

June 2005 – December 2005

EDUCATION

B.Sc. in Hotel & Hospitality Management

IHM Calcutta, National Council for Hotel Management, Catering Technology

2002 – 2005

Foundation Course — Marketing, Tourism Management & Human Resource Development

Indira Gandhi National University, New Delhi

2004 – 2005

ADDITIONAL INFORMATION

Languages: English, Hindi and Bengali

Also advises on **thoroughbred racing, breeding, sponsorships and strategy** (Jan 2023 – Present) — syndicate onboarding, horse selection, racing strategy and sponsorship development.

References available on request.