

# Rozat Kamal

Assistant Vice  
President

Alpen Capital (ME) Ltd

## Summary

Experienced professional with 12+ years in industry research, corporate affairs and business development. Proven track record in data analysis, report conceptualization, and strategic dissemination of market intelligence—significantly contributing to a leading corporate finance advisory firm being recognized as the 'Middle East's Best for Research' by Euromoney. Combine an engineering background with CIPD-certified people management skills and deep knowledge of the GCC and South Asian markets. Seeking to leverage deep research capabilities and strategic communication acumen in a challenging senior communication or market intelligence role.

## Skills

### Strategic Communications

- Research Dissemination & PR (e.g., media releases, webinars)
- Content Strategy & Development
- Strategic Planning & Execution
- Presentation & Reporting (Visme)
- Digital & Omni-channel Communication

### Research & Analysis:

- Market Research & Intelligence
- Data Analysis & Interpretation
- Report Writing & Editing
- Forecast Model Review
- Qualitative & Quantitative Research
- Competitive Analysis
- Industry Trend Analysis

### Project Management & Operations

- Project Management
- CRM Management (Dynamics365, StoneShot)
- Vendor & Event Management

### Technical & Tools

- MS Office Suite (Word, Excel, PowerPoint)
- CMS Platforms
- SEO Principles

## Experience

### Alpen Capital M.E. Ltd

- **Assistant Vice President** (Aug 2016 - Present)

#### Communications, Marketing & Business Development

- Responsible for executing internal & external communication campaigns, including the development and rollout of content for digital and print marketing mediums
- Managing media interactions and overseeing copywriting for press releases, interviews, and award submissions (e.g., Superbrands, World Finance 100, Euromoney, CSR Arabia Label)
- Developing creative and omni-channel content strategies, integrating SEO principles to increase visibility and audience engagement.
- Designing and launching corporate websites (Alpen Capital and Alpen Asset Advisors') and LinkedIn pages; optimizing them as key platforms for research distribution and engagement.
- Managing strategic partnerships with international M&A firms (IMAP) across 44 countries, leveraging research insights to identify and generate potential transactions.

#### Industry Research

- Spearheading the development and production of award-winning industry sector reports (e.g., GCC Healthcare, Education, Retail, etc.), directly contributing to Alpen Capital being recognized as "**Middle East's Best for Research**" by Euromoney.
- Leading the end-to-end research process, including extensive data source review, analysis of forecast models, and meticulous drafting/editing of comprehensive industry reports.
- Orchestrating successful report launches and dissemination strategies, encompassing media releases, direct client interactions, and high-impact webinars, significantly enhancing the firm's PR value and market positioning.
- Collaborating with research providers and internal subject matter experts to ensure accuracy, depth, and relevance of all published research.
- Conceptualizing and hosting webinars for the launch of industry sector reports, significantly impacting the firm's PR value and client engagement

#### Employee Engagement & Events

- Formulated and managed CSR policy and initiatives in partnership with leading NPOs, demonstrating strong organizational and stakeholder management skills.
- Developing and executing internal communication campaigns and events, enhancing employee engagement and corporate culture.
- Editor of the monthly employee newsletter and maintaining intranet portals, showcasing strong content management and internal communication skills.



## Education

**CIPD Level 5  
Associate Diploma,  
2022 – People  
Management**

**Bachelors of  
Engineering –  
Electronics, 2007**  
Batch topper -  
Nagpur University,  
India

## Contact

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## Personal Info

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Dubai

### ● Executive Manager to Chairman (Mar 2013 - Aug 2016)

*Served as the administrative and functional point person for the Executive Chairman and CEO's corporate, community, and personal matters to ensure smooth functioning of activities and processes in multiple lines of business across different locations.*

#### **Few highlights of my profile include:**

- Prepared pitch presentations, engagement letters, and client onboarding compliance files adhering to DFSA regulations, demonstrating strong attention to detail and regulatory understanding.
- Independently prepared correspondences and copywriting for organizational announcements, showcasing strong written communication skills.
- Orchestrated calendar management, meeting scheduling, and arrangements for the Chairman, demonstrating high-level organizational and coordination capabilities.
- Organized weekly update meetings and coordinated with department heads across locations to prepare MIS reports, highlighting data aggregation and reporting skills.

### **Creative Shelf LLC, Dubai, UAE**



### ● Executive Assistant (Mar 2010 - Dec 2012)

*In addition to fulfilling the duties of an Executive Assistant, significantly contributed towards standardizing Marketing and HR policies and procedures for this interior designing and fit-out firm's new branch.*

#### **Few highlights of my profile include:**

- Significantly contributed to standardizing Marketing and HR policies and procedures, showcasing process improvement skills.
- Prepared and managed the design, content, and production of all marketing documents, including corporate brochures and presentations, relevant to content creation and dissemination.
- Streamlined the database management system for clients, suppliers, and contractors, improving data accessibility and efficiency.
- Developed communication plans to create brand awareness and manage client engagement activities.

### **WIPRO Technologies, Hyderabad and Bangalore, India**



### ● Software Test Engineer (Mar 2008 - Aug 2009)

*Worked with international clients like Johnson & Johnson, Convergys and Texas Instruments.*

#### **Few highlights of my profile include:**

- Supervised SAP HR testing programs for global language rollout projects, demonstrating analytical and quality assurance expertise.
- Oversaw daily and weekly test reports, communicating technical support needs to achieve project objectives.
- Spearheaded test plan and specification development, showcasing methodical planning and documentation skills.