

MOHAMMAD PAHLEV SATTAR

Investment & Marketing Consultant | Real Estate & Property Transaction Specialist

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PROFESSIONAL SUMMARY

A results-driven Real Estate Joint-Venture Negotiations and Sales & Business Development professional with 32+ years of proven expertise in strategic marketing, branding, and project commercialization within the dynamic real estate sector of Bangladesh. Ensures secure, transparent, and efficient execution of real estate transactions with strong command over legal documentation and compliance. Specializes in budget planning, sales projections, and profitability analysis, enabling developers and investors to make data-driven decisions.

CORE COMPETENCIES

- Real Estate Sales Strategy & Business Development
- Project Feasibility Study & Financial Forecasting
- Budgeting, Sales Projection & Profit Planning
- Legal Documentation & Regulatory Compliance
- Strategic Branding & Marketing Execution
- Customer Relationship Management (CRM)
- Sales Training, Coaching & Team Development
- Leadership in Multi-functional Team Management
- Client Acquisition & Investor Relations
- Negotiation & Deal Closure Excellence

PROFESSIONAL EXPERIENCE

CEO & Sponsor Director — *MATRIBHUMI Asset Services Ltd* 2023 – Present

- Lead business & resources development, sales and organizational growth for a PropTech-enabled real estate consultancy.
- Direct strategy for AI-driven property matching, smart pricing, and digital transaction systems.

Head of Business Development & Lead Negotiator — *ASSET Developments & SHANTA Holdings Ltd* 2004 – 2011

- Recognized as Top “Business Negotiator” in Real Estate Business Development & Sales.
- Delivered a break-through Sales Achievement in the Engineering Service Department at ASSET Developments (2008).
- Awarded “Performer of the Year” at ASSET Developments (2004–2008) and SHANTA (2009–2011).

Mid- to Senior-Level Roles — *Western Housing Ltd*

- Contributed to sales, business development and project execution.

Across a 32+ year career: 300+ projects handled, 5,000+ clients served, and approximately BDT 1,000 Crore in transaction value facilitated.

EDUCATION

M.AIS · MBA · ACBA · EBD — Institute of Business Administration (IBA), University of Dhaka

Concentration: Leadership, Business Law, Strategic Management & Marketing, Financial Management, Organizational & Consumer Behavior, Marketing Communication & Service Marketing.

CERTIFICATIONS & PROFESSIONAL TRAINING

- Leadership, Selling Skills, Customer Relationship — RAPPORT Bangladesh Limited
- Communication Skills & Business Writing — TACK Training International
- Office Management & Customer Relations, Marketing Techniques & Sales Skills — SDC
- Basic Technical Analysis — BICM

AWARDS & RECOGNITION

- Performer of the Year — ASSET Developments (2004, 2005, 2006, 2007, 2008)
- Performer of the Year — SHANTA (2009, 2010, 2011)
- Top Scorer (First Position), EBD Program, IBA, University of Dhaka (2025)

PROFESSIONAL MEMBERSHIPS

- Dhaka University Alumni — Life Member
- Accounting Alumni — Life Member