

# SABIR MUFTI

## Senior Consultant & Team Lead Allam Advisory Group

Sabir Mufti is currently serving as Senior Consultant and Team Leader with the Allam Advisory Group in Ottawa, Canada. He specializes in Business Development and has over 15 years in the trade show, hospitality, travel and tourism industry.

Mr. Mufti supports AAG's business development efforts in the firm's Ottawa office, focusing on lead generation, sales, and client relations.

Drawing on years of experience as a business development manager for a corporate traveller company in Canada, Mr. Mufti worked with key decision makers and influencers in a range of small to medium enterprises (SME) across multiple industries ranging from technology to major non-profits.

Mr. Mufti helps business leaders network with key decision makers, build and develop sales strategies, formulate growth plans, provide lead sourcing development tools, and maximize trade show marketing initiatives for a better return on investment.

Mr. Mufti is bilingual in both English and French, has elementary knowledge of German, and is a member of several associations, including the Association of Old Crows Maple Leaf Chapter, where he is part of the communications committee.



## EDUCATION

Mr. Mufti holds a Bachelor's Degree in Political Science from the University of Ottawa.

## PRACTICE AREAS

New Business Development  
Sales and Lead Generation  
Strategic Alliances & Partnerships  
Trade Show Management

