

MARK ANTHONY N. TAN

Commercial & Sales Professional | FinTech
AI-Assisted Product Development | Backend Foundations



PROFESSIONAL SUMMARY

Commercial professional with 15 years of UAE experience across financial services, technology, telecommunications, healthcare, and consumer businesses. Proven in sales, business development, client management, and marketing, with strong commercial judgment and practical understanding of customer behavior and business processes. Combines extensive commercial experience with an Information Technology foundation, hands-on AI-assisted product development, and developing backend skills in Python, SQL, and APIs.

CAREER HIGHLIGHTS

- 15 Years UAE Experience
- 2× MDRT Qualifier
- Sales, Marketing & Business Development
- Technology, Financial Services, Healthcare & Consumer Businesses
- Digital Product & AI-Assisted Development
- Commercial Judgment & Process Improvement

PROFESSIONAL EXPERIENCE

Insurance & Financial Advisor
Zurich Advisory Network Oct 2025–Present
(Zurich Life International - Middle East) - Abu Dhabi, UAE

- Manage and grow a portfolio of clients through consultative selling, structured needs analysis, relationship management, and ongoing account servicing.
- Translate complex financial products and client requirements into clear, tailored solutions aligned with long-term goals.
- Build business through client acquisition, referrals, relationship development, and solution-based presentations.
- Operate within a highly regulated financial-services environment, balancing commercial objectives, compliance requirements, and customer outcomes.
- Leverage digital tools and structured workflows to improve client communication, presentations, follow-up, and service efficiency.

Life Insurance Advisor
Orient Insurance – Al-Futtaim Group - Abu Dhabi, UAE Aug 2023–Oct 2025

- Exceeded premium targets through needs-based consultations, consultative selling, and tailored financial solutions.
- Built and managed a digital community of 100+ policyholders, supporting client engagement, retention, and ongoing service.
- Developed business through referrals, relationship building, and solution-focused presentations across protection and investment-linked products.
- Managed long-term client relationships through regular reviews, milestone planning, and proactive follow-up.
- Achieved MDRT qualification for 2025 and 2026

CONTACT

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EDUCATION

**System Technology Institute
Philippines | Jan 2011**
*Diploma in Information Technology
(Computer Programming NC-IV)*

CORE COMPETENCIES

- Sales, Business Development & Revenue Growth
- Customer Needs Analysis & Solution Design
- Commercial Strategy & Opportunity Identification
- Client Relationship & Account Management
- Marketing, Product Positioning & Value Communication
- Business Process Improvement & Operational Thinking
- AI-Assisted Product Development & Digital Solutions
- Cross-Functional Execution & Stakeholder Management

CERTIFICATIONS

- 2 X MDRT Qualifier (2025 & 2026)
- AI Foundations Certificate - OpenAI Academy
- Annual Zurich Compliance

Medical Representative

Pharmanet Drug Store LLC - Abu Dhabi, UAE

May 2021–Aug 2023

- Grew repeat business through relationship-based selling and regular engagement with healthcare professionals.
- Supported business development while resolving procurement, inventory, and customer-service issues across accounts.
- Represented the company at medical trade shows and industry events to strengthen product visibility and client relationships.

Sales Account Manager

PI Systems & Networks LLC – Abu Dhabi, UAE

Dec 2020–May 2021

- Managed key accounts and sold IT infrastructure solutions across servers, storage, networking, and CCTV.
- Developed new business through prospecting, technical consultations, solution presentations, and account development.
- Worked with client requirements and project needs to position appropriate technology solutions.

Business Development Executive

ALMOE Digital Solutions – Abu Dhabi, UAE

Nov 2019–Nov 2020

- Generated new business through prospecting, corporate presentations, networking, and relationship development.
- Built and managed a sales pipeline while supporting marketing initiatives designed to improve conversion and deal closure.
- Identified client needs and positioned digital solutions around business requirements.

Administrative Supervisor

New Degree Horizon General Trading LLC –
Abu Dhabi, UAE

Apr 2018–Nov 2019

- Managed day-to-day office operations, procurement, employee training, and internal workflows.
- Coordinated administrative processes and supported operational efficiency across the business.

Duty Manager / Store Supervisor

Etisalat UAE – Abu Dhabi, UAE

Mar 2014–Jun 2017

- Progressed from Customer Service to Duty Manager, overseeing daily operations, team performance, cash control, and customer experience.
- Managed high-volume customer and technical-service requests while consistently meeting and exceeding performance targets.
- Supported frontline staff, issue resolution, service quality, and operational compliance in a fast-paced retail environment.

Sales Executive

Techlink Systems LLC – Abu Dhabi, UAE

Oct 2011–Jan 2013

- Consistently supported sales growth through customer service, product recommendations, and relationship building.
- Handled quotations, technical inquiries, stock coordination, and after-sales support.
- Supported customers across both commercial and technical requirements.

& Regulatory Training
(Information Security, AML,
FATCA, Data Privacy & AI,
Customer Outcomes Framework,
Code of Conduct,
Vulnerable Customer Protection,
Third-Party Data Sharing)

Technical & Digital Skills

- Backend Foundations: **Python, SQL, REST APIs, Git/GitHub,**
- Development Tools: **VS Code**
- Programming Background: **Java, Visual Basic 6.0**
- Business Systems : **Salesforce, SAP, ERP/CRM**
- **AI-Assisted Development**
Hands-on Project Experience

LANGUAGES

- English (Professional Proficiency)
- Filipino/Tagalog (Native)
- Hiligaynon/Ilonggo (Native)
- Cebuano/Visayan (Native)

PROJECTS & PUBLICATIONS

Lianest.com - Founder & AI-Assisted Product Builder

AI-assisted financial planning platform built around real advisor and client workflows.

Urtella.com - Digital Knowledge & Presentation Solution

Digital solution developed to organize product, business, and training information into a practical knowledge and presentation tool.

The Mission Ahead - Author

A Clearer Today, A Brighter Tomorrow

Independently published, 2026

Practical personal-development book focused on intentional living, self-reflection, planning, and taking action.

available at

amazon