

Showcased a proven track record in managing extensive shopping mall operations, emphasizing business expansion, tenant relations, and enhancing customer satisfaction within diverse international retail settings. Seeking leadership roles in mall management and commercial real estate sectors within global markets.

CONTACT

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CORE COMPETENCIES

- Shopping Mall Operations Management
- Strategic Business Planning & Revenue Growth
- Leasing & Tenant Relationship Management
- Project Management & Fit-Out Execution
- Marketing, Branding & Promotional Strategies
- Cost Optimization & Budget Management
- Government Liaison & Regulatory Compliance
- Alliances & Partnership
- Team Building & Leadership
- Performance Management
- Customer Experience & Service Excellence

EDUCATION

- MBA | Master's Degree With Specialization In International Marketing from SIMS | Symbiosis Institute of Management Studies | Pune | Maharashtra | India in 2001.
- MCA | GNIIT | Master's Degree With Specialization In Computer Applications & Information Technology from NIIT | National Institute Of Information & Technology | New Delhi | India in 2000.
- B.Sc. | Bachelor's Degree With Physics Hons. from Magadh University | Patna | Bihar | India in 1996.
- DEE | Professional Diploma In Electronic Equipment's Softwares & Hardwares from UIE | UMA Institute Of Electronics | Patna | Bihar | India in 1995.

Gurpreet Singh Hallan

General Manager - Shopping Mall

PROFILE SUMMARY

- **Strategic mall management executive** with **over 25 years** of steering end-to-end asset lifecycles for large-format shopping malls across multinational environments, demonstrating mastery in transforming properties into high-performing retail destinations through data-driven planning and long-range commercial strategy.
- **Architect of value-centric leasing and tenant-mix frameworks** that strengthen mall positioning, enhance category penetration, and expand recurring revenue streams while optimizing occupancy ratios and driving sustainable NOI growth.
- **Proven innovator in experiential retailing**, conceptualizing high-impact event ecosystems and engagement platforms that amplify brand equity, elevate customer dwell time, and unlock measurable increases in footfall and retail turnover.
- **Influential operational strategist** skilled in orchestrating cross-functional governance- spanning mall operations, facilities management, regulatory alignment and stakeholder partnerships, to ensure seamless, compliant, and financially efficient mall environments.
- **Trusted business leader known** for building high-performing mall management teams, forging government and corporate alliances, and executing multimillion-dollar cost optimization initiatives that elevate asset value, strengthen profitability, and support organizational expansion.

WORK EXPERIENCE

Nov'2009 to Present: General Manager -

| LuLu Group International, Abu Dhabi, UAE

- **Strategic Planning & Tenant Management:** Formulating annual business plans, income budgets, leasing strategies, tenant-mix, and sales programs while fostering long-term relationships with tenants to drive sustained Mall business.
- **Data Oversight & Coordination:** Managing tenant sales data, follow-ups, monitoring, and coordination with contract companies, suppliers, and clients for operational and project needs.
- **Contract Negotiation & Team Leadership:** Negotiating service agreements within budgets and leading the Mall management team to achieve targets and align with organizational policies.
- **Stakeholder Engagement & Reporting:** Delivering premium services to shoppers and tenants, preparing operational reports, coordinating marketing activities, conducting compliance reviews, and developing official communications.
- **Admin & Facility Operations:** Overseeing office equipment, transport, cafeteria, housekeeping, and record-keeping to ensure smooth administrative functioning.
- **Vendor Sourcing & Procurement:** Identifying and liaising with cost-effective, reliable vendors for material and project procurements, maintaining optimal inventory levels throughout Mall phases.

Highlights:

- Spearheaded joint business ventures by proactively coordinating with multiple companies at all levels, driving strategic partnerships for the Shopping Mall.
- Led and executed integrated marketing, branding, and advertising initiatives to significantly enhance Mall business and visibility.
- Developed strong liaisons with Federal and Local Government authorities, ensuring seamless operations while delivering premium experiences to Mall visitors.

AWARDS & ACHIEVEMENTS



Directed the launch of two major shopping malls, achieving operational readiness and tenant coordination efficiency of 85%, which significantly contributed to the malls' successful market entry and sustained growth.



Implemented cost control measures that led to a 12% reduction in overall operational expenses, saving millions in power and payroll costs while maintaining service quality.



Negotiated lease agreements that increased mall revenue by 16%, demonstrating strong commercial acumen and stakeholder management skills.



Integrated government service points within mall premises, enhancing visitor satisfaction by 80% and improving the mall's reputation as a community hub.



Orchestrated marketing and branding initiatives that boosted customer engagement by 90%, resulting in increased footfall and tenant sales performance.



MENA Shopping Malls & Retailers Awards (MECS+R), Dubai – 1 Silver & 4 Gold (2022–2025)

Representing LuLu Mall Fujairah, secured 1 Silver and 4 Gold Awards (2022–2025) at the annual MENA Shopping Malls & Retailers Awards | MECS+R, Dubai, in the category of Traditional Marketing – Public Relations, hosted by the Middle East Council of Shopping Centres & Retailers, Honour Excellence in retail real estate across MENA region.



Gold Award – CSR Campaigns (2023)
Won the Gold Award (2023) under the patronage of H.H. Mohamed Bin Hamad Al Sharqi, Crown Prince of Fujairah, and in the presence of H.E. Mohammed Ali Al Mulla, Chairman, Fujairah Welfare Association, for conducting multiple CSR campaigns supporting local Emirati government schools and colleges during their Summer Activations at LuLu Mall Fujairah.

PERSONAL DETAILS

Date of Birth: 7th December 1975

Languages: Hindi, English, Punjabi and workable Arabic

Address: P O Box - 9710, Al Faseel, Fujairah, United Arab Emirates

- Successfully established two major Shopping Malls consecutively- Al Foah Mall, Al Ain, and LuLu Mall, Fujairah, overseeing project management, leasing, fit-outs, operations, tenant coordination, and collaboration with contractors and consulting firms.
- Secured all necessary Federal and Local Government approvals and certifications, in coordination with Mall consultants, enabling timely Mall and store openings.
- Implemented government facilities such as Helpdesks, Data Centers, and Information Kiosks, enhancing the holistic shopping experience for visitors.
- Generated multimillion-dollar revenue through strategic lease negotiations and optimal site utilization across the Mall.
- Realized operational cost reductions across departments by analyzing daily functions and implementing immediate efficiency-focused strategies.

May'08 to Oct'09: Senior Mall Manager

Al Safer Group of Companies, Sharjah, UAE

- Successfully established Safer Mall (Ras Al Khaimah) and independently managed operations of Century Mall (Al Mamzar, Dubai) and Safer Mall (Sharjah), overseeing project execution, fit-outs, and high-end tenancy coordination.
- Directed collaboration with tenant coordination teams, base contractors, and consulting firms to ensure store fit-outs met design standards and operational readiness.
- Achieved significant operational cost reductions through detailed workflow analysis, strategic deployment of contractors, suppliers, and vendors, and targeted efficiency initiatives.

Jun'06 to Oct'07: Sales Manager

General Motors, Detroit, USA (Dealership End in India)

- Collaborated with Field Sales Executives and Showroom Sales Associates (SSAs) to drive sales performance and achieve showroom targets.
- Designed and executed sales training programs and campaigns for new recruits, enhancing team capabilities and productivity.
- Oversaw end-to-end showroom operations, including administration, logistics, and planning and execution of advertisement and media budgets.

Highlights:

- Consistently achieved pre-set annual sales targets and earned company-sponsored foreign tours to Malaysia and Singapore with multi-entry visas for exceptional performance.
- Organized high-impact roadshows and loan festivals in collaboration with associate banks to facilitate buyer requirements and business growth.

Apr'05 to May'06: Sales Team Manager

Allianz AG, Germany (Dealership End in India)

- Expanded agency networks across the entire North Zone by developing channels through Insurance Care Consultants and managing end-to-end sales and marketing operations for the region.
- Drove business acquisition by organizing roadshows, campaigns, and corporate meetings while overseeing the complete North India belt.

Jun'04 to Mar'05: Administration Manager

ACS- Advance Computer Services Ltd., Mumbai, India

- Streamlined administrative procedures and systems while supervising daily operations, assessing staff performance, and providing coaching to enhance efficiency and output.
- Managed hiring, training, performance evaluation, and corrective actions to maintain a productive and high-performing administrative team.

Jan'99 to May'04: Sales & Marketing Manager

Maruti Udyog Ltd., India

- Surpassed annual sales targets and earned company-sponsored foreign tours to Bangkok (Thailand) and Bali (Indonesia) for exceptional performance.
- Received 4 promotions, multiple awards, and several incentive tours for consistently outstanding sales output.
- Managed the full portfolio of MV, MI, MEW, MGA, MWS, and MASS product lines.