

Isobel Hines

07908274610

izziehines@icloud.com

City of London, Marylebone NW15DE

PROFESSIONAL SUMMARY

High-performing Business Development professional with a strong hunter mindset, specialising in identifying, pursuing, and converting new business opportunities to drive sustained revenue growth. Proven success in developing and executing aggressive yet strategic sales initiatives that maximise market expansion. Highly skilled in negotiation, consistently securing favourable commercial outcomes, and adept at pivoting across roles, industries, and evolving business priorities. Experienced in delivering persuasive client proposals and executive-level presentations, confidently influencing senior decision-makers and building long-term, value-driven partnerships.

WORK HISTORY

10/2025 - 03/2026

Sweden & Martina | London

Business development manager

- Developed strategic partnerships with implant doctors and oral surgeons to enhance market presence.
- Led cross-functional teams to identify new business opportunities and drive growth initiatives.
- Cultivated relationships with clients to understand their needs and deliver tailored solutions.
- Implemented effective sales strategies that aligned with organisational goals and objectives.
- Organised and facilitated workshops to train team members on best practices in business development.

09/2022 - 10/2025

London Property Consultants | London, Mayfair

Real estate agent

- Negotiated successful property deals through strong client relationships.
- Conducted comprehensive market research to deliver accurate property valuations.
- Secured numerous sales by conducting thorough property viewings.
- Established a network of industry contacts for mutual referrals and collaborations.
- Maintained up-to-date knowledge of property market trends for competitive advantage.



EDUCATION

06/2010

Mathew Boulton |

Birmingham

Diploma of Higher Education:
Dental Nurse

09/2022 - 06/2025

Regents University London |

London

Bachelor of Arts: Law

10/2024

London School of Business

| *London*

Mini MBA Entrepreneurship :
Business

08/2024

Career Genius | *United*

Kingdom

NFOPP : Estate Agency

- Achieved optimal sale and rental prices using proven negotiation skills.
- Listed properties in Dubai, Cyprus, and Marbella.

07/2021 - 12/2023

Smile direct club | London, United Kingdom
Business development manager

- Conducted sales presentations to build customer relationship and understanding of the brand and products .
- Built brand presence by developing strong relationships with key opinion leaders around the UK.
- Maximised sales opportunities, representing company at face-to-face and virtual workshops and events.
- Drove team performance by setting clear, achievable KPIs, using data and sales tools.
- Trained sales staff in around the UK for best practice, improving lead and Kpi's.
- Effectively resolved customer problems and complaints, improving customer satisfaction.
- Ensured Kpi's was met and exceeded monthly , quarterly, yearly.

07/2016 - 07/2021

Align Technology | Birmingham, West midlands
Business development manager

- Achieved and exceeded KPIs, increasing territory by 70% and winning TM of the quarter three times.
- Managed pipeline and recorded lead activity in Salesforce to ensure seamless sales processes.
- Developed strong relationships with key Doctors to enhance brand presence.
- Conducted sales presentations to educate customers on value propositions of products.
- Set high personal performance standards to drive continuous improvement.
- Educated customers on Invisalign, iTero products, and services for clinical comfort.
- Negotiated vendor contracts to secure optimal terms.
-

09/2006 - 07/2016

Midland Smile Centre - Multi Sight Dental | Birmingham
Specialist Head Dental Nurse

- Specialist Dental nurse - Implantology , Orthodontics , Sedation.
- Provided excellent patient care from arrival to treatment completion.
- Provided outstanding support to dentists throughout practical treatment procedures for positive outcomes.
- Worked alongside practice manager to ensure the practice is to Care Quality

- Commission & General Dental Care standards
- Carried out weekly meetings with all nurses to ensure all protocols and ways to improve good practice was being met
- Overlooking all other nurses and supporting them if needed
- Treatment coordinator for the orthodontic clinic carrying out consultations with all details of private treatment the patient before Ortho examination
- Following up after appointment with excellent patient care
- Achieving targets for the sales for orthodontic treatment.
- Assigned training exercises and skill assessments to newly hired employees.

SKILLS

- Drive for success
- Pressure management
- Leadership abilities
- Interpersonal skills
- Positive attitude
- Strategic sales
- Marketing expertise
- Problem-solving
- Negotiation skills
- Customer service excellence

INTERESTS

Gym , Horse riding, travelling , Yoga.

ADDITIONAL INFORMATION

- .