

# SAMPLE CV

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## SENIOR SALES AND MARKETING MANAGEMENT PROFESSIONAL WITH 19+ YEARS OF EXPERIENCE

### Summary of Profile

Versatile leader with profound experience in developing comprehensive strategies to increase business efficiency and enhance relationships with partners and customers. Powerful planner equipped with the ability to provide overall leadership and gain a detailed understanding of the company, its markets, customers, competitors, products, opportunities and threats. Cultivated strong on-going relationship with local and global corporations across Southern Africa and the Middle East.

Profound understanding of ICT products, solutions and principles. Goal-oriented and focused professional with expertise in identifying needs for the required manpower. Go getter and change manager with proven success in ensuring that the correct strategies, forecasting and operations are in place to ensure a smooth delivery of products to the customers.

**Core Competencies:** Territory Management, Strategic Business Planning, New Market Development, Consumer Behaviour Analysis, Revenue Generation, Business Development, Competitor and Market Analysis, Key Account Management, Negotiating Strategies Development, Product Promotion, Enterprise Account Management, Training and Development, Budgeting and Cost Controls, P & L Management, Profit and Growth Strategies, Team Management

### Significant Highlights

- Holds merit of developing wholesaler relationships to provide the widest range of printing products and services to the channel and enterprise customers throughout Middle East and Africa.
- Augmented sales, prepared annual targets, developed sales plans for specific opportunities and coordinated with Lexmark Channel and Enterprise teams to deliver yearly targets.
- Successfully managed accounts in GCC, Egypt and Libya.
- Developed positive working relationship with partners to build business.
- Increased the number and geographic spread of resellers throughout the region and enhancing sales to the SME and smaller corporate accounts as a result.
- Demonstrated excellence in heading sales team across all functions to maximise profit across office automation and traditional channel.
- Proved instrumental in providing relevant answers to Government tenders at the vendor level and won Government RT50 and RFT285\_1 tenders with an incremental revenue increase of 30%.
- Established business unit from scratch to enter English-speaking African countries, built a small sales and product management team to finally become a sizeable unit within the organisation.
- Received the employee of the year award in 2001.
- Successfully won one of our largest deals with the biggest Oil Company in the region in 2014, the order represented 40% of the yearly regional target.
- Recruited the second largest tier one distributor for the region providing with at least 50% of reach to the assigned territory.

### Career Progression

**Lexmark International Middle East LLC**

**Since Aug 2014**

#### **Sales Manager Distribution Middle East & North Africa (Since Aug 2014)**

##### **Responsibilities:**

- Working as a partner with current established distributor's sales representatives and leaders and enabling maximum sales of current and new products.
- Implementing effective sales and marketing strategies related to all product ranges. Building new client relationships offering the companies branded product range and approve terms of business.
- Deploying yearly business and marketing plans and adhering to quarterly and yearly targets. Liaising with new distribution partners to grow and expand Lexmark footprint in the Middle East.
- Executing strategy and driving growth with external distribution channel partners and working with key cross functional Lexmark partners in Finance, Legal, Operations and Supply Chain.
- Collaborating with marketing executives to ensure that new products reach the right markets at the optimal time. Providing leadership to encourage a consistent, customer focused, and motivated sales team within the distributors.

### **Sales Manager Enterprise Middle East (Aug 2012 to Jul 2014)**

#### **Responsibilities:**

- Managed sales team focused on the largest companies across the region and maintained relationships with the executive leadership and boosted sales.
- Handled all sales and operational activities in the Enterprise market and ensured healthy partnerships between organisations.
- Monitored 4 direct reports and interacted at CxO level to ensure healthy partnerships between organisations.
- Identified and achieved common corporate goals while building motivation and selling skills, continuous improvement through SFDC.
- Guided and trained the sales team and ensured to achieve staff performance. Conducted regular one-on-one reviews and planned accounts. Provided assistance to Account Managers in preparing and presentations.

### **Sales Manager Channel Middle East (Jun 2008 to Jul 2012)**

#### **Responsibilities:**

- Coordinated with partners to create and execute business plans to meet sales goals. Analysed market trends and accordingly developed sales plans to increase brand awareness.
- Evaluated partner sales performance and recommended improvements. Educated partners about product portfolio and complimentary services offered.
- Resolved partner related issues, sales conflicts and pricing issues in a timely manner. Managed sales pipeline, forecasted monthly sales and identified new business opportunities.
- Managed reseller base for Lexmark with 5 reports. Handled all operational activities including personnel in distribution, channel and retail across the Middle East as well as the Lexmark Channel Partner Program.
- Planned and implemented new strategies with partners, maintaining profitable business with the optimal product mix throughout the region.
- Optimised channel structure and increased distribution channel by more than 100% and reseller channel by 70% to broaden market reach into identified segments without over-distributing product.

### **Operations / Channel Manager ▶ Printacom Technologies (MB Technologies (Pty) Ltd, South Africa) Aug 2007 to May 2008**

#### **Responsibilities:**

- Managed a team of channel sales representatives to achieve sales and profit goals by selling goods and services through resellers/channels.
- Identified and approached key or strategic partners and sets short- and long-term channel strategies. Recommended product or service enhancements to improve customer satisfaction and sales potential.
- Monitored, trained and guided sales team, including activities, remuneration on commissions as well as provided relevant incentives internally and in the channel.
- Collaborated with Office Automation Partners to provide complete printing solutions to their corporate accounts, and assisted with accurate information on page output charges.
- Formulated strategies for operational management and development to meet agreed organisational performance plans within agreed budgets and timescales.
- Entrusted with the accountability to conduct marketing, advertising and promotion planning with creative and PR companies.

### **General Manager POS Division ▶ Tarsus Technologies Jan 2006 to Jul 2007**

#### **Responsibilities:**

- Established the new division to address point of sale market in the company from scratch.
- Shouldered responsibility to import new products and distributed them through existing channels to penetrate the growing POS market.
- Managed a mobile phone brand and introduced it to the channel outside of the cellular network operators.
- Obtained new products from overseas manufacturers and negotiated private labelling and OEM deals at CEO level. Provided information related to sales figures and financial budgets to board of directors on progress of business unit.
- Planned and assigned daily workload to sales team and evaluated performance of team and provided appropriate feedback.
- Provided guidance to sales representatives in their assigned duties and responded to escalated customer complaints in a timely manner.

**Responsibilities:**

- <sup>1</sup> Incorporated company procedures and policies in operations of business unit. Monitored and reviewed project activities and ensured its completion within scheduled time and budget.
- <sup>1</sup> Managed business activities focusing on financial and strategic growth of organization.
- <sup>1</sup> Obtained adequate knowledge about complexity of logistics with export regulations, taxes and local operations in various countries.
- <sup>1</sup> Motivated and guided new sales staff members in new territories to improve sales through appropriate training, information updates and incentive programs.
- <sup>1</sup> Determined international and local market/economic trends that affect buying and selling of products as well as suppliers strategies in terms of pricing models, profit margins, life cycles and more.
- <sup>1</sup> Optimised cost and service parameters by determining market segments that needed to be addressed, positioned appropriate product ranges in different territories and held inventory both locally and internationally.
- <sup>1</sup> Enforced various marketing strategies and guided sales efforts through providing accurate market information both internally and to partners.

**National Technical Manager ▶ Printacom Technologies****Nov 2000 to Feb 2005****Responsibilities:**

- <sup>1</sup> Monitored, trained and guided a team of technical engineers and coordinated 3<sup>rd</sup> party maintenance company staff for all OKI products.
- <sup>1</sup> Collaborated and liaised with new customer channels and provided sales, technical, management software training for the sub distributor channels locally and in the assigned region.
- <sup>1</sup> Worked closely with various customers and partners at the technical level and proposed viable printing solutions in real time during meetings.
- <sup>1</sup> Searched new clients and sold full print solutions to both channel and to end customers and maximised client potential in designated regions.
- <sup>1</sup> Developed long-term relationships with clients and managed their requirements. Persuaded clients that a product or service best satisfies their needs in terms of quality, price and delivery.

**Microsoft Pre/Post-Sales Support Manager ▶ Trilan cc., South Africa****Jul 1996 to Nov 2000****Education**

- <sup>1</sup> Germiston Technical College, N3 – mechanical engineering, National Certificate, South Africa JHB, 1992
- <sup>1</sup> New Horizons College, MCSE (Microsoft Certified Systems Engineer), South Africa JHB, 1996

**Technical, marketing and business management courses:**

- <sup>1</sup> MCSE
- <sup>1</sup> N3

**Personal Details**

**Date of Birth:** 27<sup>th</sup> February 1974  
**Nationality:** British / South African – Dual Nationality, born in South Africa  
**Languages Known:** English  
**Driving License:** United Arab Emirates, Expires 2018  
**Visa Status:** 3 year visa with current employer