

Professional Summary

Results-driven Sales & Business Development leader with 12+ years of experience driving growth, building strategic partnerships, and leading high-performing teams in the telecommunications and electronics sectors. Proven track record of success in CRM, account management, and market strategy formulation.

Professional Experience

Senior Director, Sales & Business Development (SA12)

Inazuma.co | January 2020 - Present

Director, Sales & Marketing

Nexa Communications | June 2018 - December 2019

Key Achievements:

- Increased sales revenue by 35% through strategic account management and market expansion.
- Developed and executed a product marketing strategy resulting in a 25% increase in product adoption.

Responsibilities:

- Led sales and marketing teams to achieve business objectives.
- Formulated and executed market strategies to drive growth.

Senior Manager, Business Development

Pulse Electronics | March 2015 - May 2018

Key Achievements:

- Identified and secured new business opportunities, resulting in a 20% increase in annual revenue.
- Successfully managed the launch of a new product line, achieving a 15% market share within the first year.

Responsibilities:

- Conducted market research and analysis to inform business development strategies.
- Built and maintained strategic partnerships with key stakeholders.

Business Development Manager

Apex Telecom | September 2012 - February 2015

Key Achievements:

- Developed and executed a CRM strategy, leading to a 30% improvement in customer retention.
- Collaborated with the product development team to launch a new service, resulting in a 10% increase in sales.

Responsibilities:

- Managed key accounts and developed new business relationships.
- Analyzed market trends to identify opportunities for growth.

Education

Bachelor of Science in Electrical Engineering

Stanford University

Technical Skills

Telecommunications:

- GSM
- IP

Sales & Marketing:

- Customer Relationship Management (CRM)
- Account Management
- Product Marketing
- Key Account Management

Business & Strategy:

- Business Development
- Strategy
- Business Analysis
- Requirements Analysis

Product & Project Management:

- Product Management
- Product Development
- Project Planning

Technology:

- Electronics

- Business Intelligence