

Joseph Mansour

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Enterprise Solution Presales | SaaS | Technical Sales | Business Development | Product Marketing Strategy

Solution sales manager responsible for managing a team of analysts that provide technical consultation, workflow assessment, development of strategy, and in-depth knowledge of enterprise cloud platforms. Expert in technical pre-sales, territory management, delivering sales presentations, and building strategic relationships.

EXPERIENCE

Canon USA Inc.

Manager, Enterprise Solutions Strategy & Pre-Sales

July 2024 – Present

- Responsible for defining and executing the strategic direction for Canon's enterprise solutions portfolio.
- Manage a team of product specialists to ensure the development, implementation, and optimization of enterprise solutions that align with Canon's strategic goals and meet market demands.
- Foster a collaborative and high-performance team environment, encouraging professional growth and development.
- Work closely with pre-sale analysts to define product requirements, prioritize features, ensuring alignment with strategic goals and customer needs.

Manager, Enterprise Solution Sales

2018 - 2024

- Manage a nationwide team of Solution Sales Analysts tasked with growth of enterprise cloud software
- Handled enterprise sales to Fortune 500 companies for SaaS applications via Canon's network of partners
- Deliver technical product demonstrations and presentations of Microsoft Azure-based print & scan workflow software to end customers
- Collaborate with marketing teams to develop and deliver sales promotions
- Develop strategic business relationships with key Canon partners/resellers
- Educate Canon sales partners on Canon technology with consultative selling approach
- Organize and deliver technical sales seminars both in-person and virtually
- Build and develop a results-oriented sales team with strong working relationships

Solution Sales Analyst

2014 - 2018

- Manage a sales territory of 40+ independently owned Canon partners and achieved consecutive years of solutions growth with a 25% increase in 2017
- Responsible for promotion, training and pre-sales support of Canon-branded and third-party solutions for Canon partners in the Northeast
- Provide technical consultation, workflow assessment, development of strategy, and in-depth knowledge of Canon-branded and third-party solutions
- Deliver presentations and product demonstrations directly to potential end customers as well as partner sales teams
- Foster growth in all aspects of Canon partner solutions business

Senior Marketing Specialist

2012 – 2014

- Plan and manage imageRUNNER ADVANCE product launches including development of sales collateral and product positioning
- Prepare and deliver training to Canon sales representatives during visits to regional offices and dealer locations
- Support industry-wide trade shows through collateral preparation and on-site demonstrations

Marketing Specialist

2010 – 2012

Marketing Associate Specialist

2008 – 2010

Intern

May – August 2006, 2007

EDUCATION

Siena College, Loudonville, NY
Presidential Scholar
B.S. in Marketing/Management
Minor: Information Systems

May 2008

Archbishop Molloy High School, Briarwood, NY

June 2004

CERTIFICATIONS

CompTia Network+, CySA+

SKILLS

Enterprise Solutions Selling, Technical Product Demos, Sales Team Management, Strategic Partnerships, Technical Product Sales, Territory Management, Sales Presentation ,Pre-Sales Consulting, Marketing Strategy, Business Development, Product Marketing