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EDUCATION

Bachelor of Science, Marketing – July, 1999
Northwest Missouri State University, Maryville, Missouri, USA

Certificate of Business Studies – April 1994
Kolej Negeri, Seremban, Negeri Sembilan, Malaysia

TRANING

Certification, Key Account Management – October 2012

Certification, Effective Sales and Negotiation Skills – February 2012

Certification, ESQ Leadership Training – May 2009

Certificate, Sales Awareness Seminar, UEM World – April 2008

Certificate, Master Sales Leadership, Dr Lawrence Walters Seminars – November 2007

Certificate of Smart Selling, Malaysia Institute of Management – March, 2003

Certificate of Achievement, Sales Advantage, Dale Carnegie Training – October, 2002

Certificate of Effective Business Writing Skills, Better Training Solution Sdn Bhd – June, 2001

WORK EXPERIENCE

CA IT Infrastructure Sdn Bhd - www.ca.com

Channel Manager (September 2011 – present)

Overall Roles and Responsibility

- Build and maintain strong relationships with channel partners
- Develop partners' business plans and monitor the execution of the plans
- Review opportunities with partners to maintain deal momentum and velocity
- Liaise between the channel partner and sales team
- Manage channel queries and approvals
- Ensure effective flow of information between Channel partners
- Develop a solid understanding of your partners and their target accounts
- Collaborate with and leverage internal resources or partner resources to increase pipeline size and improve deal velocity
- Monitors competitors activity in the channel market

Synergycentric Sdn Bhd – www.synergycentric.com.my

Business Consultant (July 2010 – June 2013)

Identify and develop business opportunities for the company through creative and marketing strategies. Maintains and manage client under the Al-Bukhary Group of companies by consulting technology requirements base on best practices, solutions and business process reengineering (BPR).

Overall

- Prepares the annual Business Development Plan
- Keep updated to the new technology trends to be on par within the competitive market
- Define and follow up of yearly targets and objectives
- Develop and implement strategies for new products and services
- Determine new opportunities by analyzing business needs
- Provide direction, guidance to ensure alignment with the company's strategies

Account Management

- Increase the company's involvement with existing client
- Develop and deliver the business plans through carrying out research, formulate market analysis and deliver accurate business reports
- Serves as a lead facilitator both internally and externally for projects
- Being the ambassador for the key account given.

Business Development and Marketing

- Execute business plan to introduce and increase market acceptance for Synergycentric's services and products

- Pro-actively hunt for target organizations and establish communications with those businesses that can benefit from our company's services
- Further develop multi-tier relationships to organically grow the clients' accounts
- Build referral and lead generation network
- Develop the corporate brand strategy
- Develop and manage marketing tools and collateral for existing and new clients
- Implement business models so as to create new ventures
- Adopt a hands-on approach in monitoring the implementation and execution of marketing programmes

Softlakes Sdn Bhd – www.skali.net

Manager, Solution Marketing (August 2008 – April 2010)

Responsible in managing the strategic partnership with technology vendors and provide marketing support and business development ideas with partners and Group subsidiaries to deliver winning products.

Roles and Responsibilities:

- Reporting to Vice President of Product Management
- Forge strategic partnership with technology vendors who could potentially bring value add to SKALI's existing offerings
- Execute business plan to introduce and increase market acceptance for new product & services.
- Partner management
- Plan and strategies distribution model
- Manage Partner Programs
- Plans and strategies go to market plan with partners
- Manage partner solution
- Develop marketing plans
- Manage Partner Events
- Manage marketing support to partners in product offerings, presentations, demo, marketing collaterals
- Quarterly training/updates to all partners
- Develop marketing activities on a quarterly basis for sales team/partners/distributors - gathering, technology updates, etc
- Synergize with Product Marketing team in establishing with technology/end tier partners to enhance product offerings.
- Product custodian to the partners.
- Custodian of partner pricing structure
- Manage legal agreements with partners

TIME Engineering Berhad – www.timeengineering.com.my

Senior Account Manager/Business Manager (January 2007-August 2008)

Roles and Responsibilities:

- Covering public sectors and semi public sector accounts.
- Involve with million RM projects/accounts.
- Meeting the agreed sales target from assigned accounts.
- Achieving sales and profitability for the company's solution/products.
- Identify and develop new potential customer and business partner.
- Maintain high level of contact and provide high service level to all customers.
- Establish both short and long term sales strategies to meet company goals and objectives.
- Participated in tenders with GOM.
- High level of consultation to customers on their requirements and to propose a solution.
- Organize events for the company and customers.
- Contribute marketing ideas to the company.
- Generate report to Head of Sales and Marketing division and to the BOD on a weekly basis.

First Solution Sdn Bhd – www.formis.net

Account Manager (June 2006 – January 2007)

Roles and Responsibilities:

- Perform business and sales related tasks.
- Promote and propose IBM hardware products, ranging from X-Series, P-Series Storage and Altiris.
- Consult and config. customer's infra and hardware requirements.
- Built and maintain good rapport with business partners, end users and IBM.
- Allocate potential business partners, end users and sales pipeline.
- Prepare quotation and business presentation to business partners.
- Participate in for tenders, bids, etc.
- Attend training/seminars to develop relevant product knowledge and skills.

Alam Teknokrat Sdn Bhd (SKALI) – www.skali.net

Account Manager, Sales Commercial Accounts (June 2004 – June 2006)

To plan and carry out assigned sales activities, to maintain and develop sales of products and services for SKALI. Manage project development and major key accounts. Accordingly to the business plans.

Roles and Responsibilities:

- Perform business and sales related tasks.
- Provide consultancy to clients on their major e-business needs, such as web application, system integration solution, data center services, e-business solution.
- Collaborate with project management and operations teams to resolve customer complaint and coordinate strategies.
- Promote and sell Skali products and services to target customer segments.
- Prepare sales quotations/proposals/RFP and conduct sales presentations.
- Identify, secure new business opportunities and increase Skali market share.
- Develop new business with portfolio of accounts and from established relationships.
- Implementation and execution of formulated sales strategies.
- Submission of weekly sales plan and activity reports.
- Prepare sales and customers report for management update.
- Collate market information and maintenance of database.
- Maintain close working relationship with existing and potential clients.
- Develop strong business networking relationship with clients.
- Attend training and to develop relevant knowledge and skills.

VADS Berhad (Telekom Subsidiary) *www.vads.com*

Account Manager (June 2000 – June 2004)

Roles and Responsibilities:

- Taking care of VADS e-business and call centre solutions.
- Targeted new accounts and exploited business opportunities to achieve sales targets for target market segments.
- Develop and implement sales strategies for the selected customer segment.
- Managed accounts by maintaining close productive relationship with existing key clients to ensure that proper sales and support services are provided.
- Conducted sales presentations, written sales proposals and negotiated with customers to win significant sales orders.
- Collaborated with the project management and operations teams to resolve customer complaint and coordinate with business development team strategies to identify marketing plans and strategies for developing new market.
- Market and promote e-Services and call centre solutions for major multinational companies.

Malaysian Trade Electronic Exchange (MTeX) Corporation Sdn Bhd

Business Development Executive (October 1999 – June 2000)

Roles and Responsibilities:

- Develop market and promote B2B services.
- Build new partnership opportunities.
- Marketing research.
- Customer service.
- After sales service.
- To explore new initiative business opportunities.
- Launched all new product/market initiatives to sales.
- Launched promotional web site.
- Promotion and merchandising.
- Strategies marketing approach to customers.
- Branding ideas.

Overall Business skills:

- Cloud Computing Solutions/Virtual Environment Solution
- Document Management Solution
- Human Capital Solution
- Business Intelligence Solutions
- Identifying & Mapping of Business Process (BPR)
- Call centre solutions (Avaya, Nortel, Cisco IPCC)
- CRM solutions
- Networking solutions
- Data centre solutions
- Web based solutions
- E-Business solutions
- Asset Management solutions
- Desktop Management solutions
- Business Process Management Solution
- Solution/Product Marketing Capabilities
- Marketing/Business Development
- Manage Channel Partners

REFERENCES

Azmin Abdullah

CEO

Contact number : 012-2350110

Norazam Zakaria

CEO

Contact number: 013-3693508