

Syed Arif Salah Urfi

Date of Birth: 12th April 1969

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PERSONAL PROFILE:

An adept sales and business development professional, with more than two decades of rich and versatile work experience in the domains of managing business operations, strategically improving brand value and acquisition and retaining a diverse set of customers. Restructuring of sales and marketing for effective market penetration, developing high performance teams and exceeding revenue targets consistently are core professional strengths.

EDUCATION:

Bachelor of Commerce
University of Delhi, Delhi, India

Jun'1987-Jun'1990

PROFESSIONAL ENHANCEMENTS:

- PMP Training of 40 hours by MMTI Qatar
- Sales Training for Sun Microsystems on Servers
- Design and Solution training in Structured Cabling System by CommScope
- SAP SD Module training
- Large Account Management Training by Mercuri Goldmann (I) Ltd.
- Oracle Fusion Middleware Products and Oracle E Business Suite Sales training
- Multiple training sessions on Technology Products and Solutions conducted by IBM, HP, Microsoft etc.

PROFESSIONAL DETAILS:

Self Employed, Hyderabad (TS) – India

Dec'2018 - till date

Consultant and Mentor - Sales and Business Enterprise Solutions and Operations

- Working with small and medium business enterprises to help them with their sales roadmap.
- Training and mentoring the sales team of companies and grooming sales executives for market success.
- Working closely with the management teams of companies to strategize market penetration and client acquisition.

Mantech Systems Co. Ltd., Jeddah- Saudi Arabia

Apr'2017-Sep'2018

Head – Sales, Business Development and Operation

Mantech Systems Co. Ltd. is a 100% subsidiary of Al Aqqad Group of Companies, providing IT, Cyber Security and Enterprise solutions to the SMB sectors of KSA, including a versatile portfolio consisting of a variety of products, solutions and services.

Responsibilities

- Building the company's brand value with customers and partners in the target market
- Undertaking consultative selling and go-to-market transformational partnering and sales
- Executing business strategy to build presence in the large enterprise space in the country
- Spearheading business growth through new customer acquisitions and entering new markets
- Strengthening existing customer base through accurate solutions providing
- Coordinating B2B Enterprise Product Development
- Ensuring high quality account management through pre and post sales service delivery
- Identifying new opportunities, revenue management and consolidation of yearly profits
- Conducting Domain intensive case studies and solution designs
- Handling revenue management and P & L activities
- Hiring and retaining key talent for a strong go-to-market team
- Delegating responsibilities and providing team guidance to drive maximum performance
- Making presentations to the Board for past year assessments and next year sales planning

Key Accomplishments:

- Closed sale for year 2017 at US\$ 3.5 Million.
- Bagged a major order valuing at US\$ 1.65 Million for support services and new licences for a very large chain of restaurants in Jeddah

Telematics Networking and Communications LLC, Doha, Qatar
Country Head – Sales and Business Development

Oct'2011-Mar'2016

Telematics is the leading provider of Converged Building Systems in Middle East, covering a range of ICT/ELV Systems including structured cabling, data networks and telephony; and ELV Systems including security, BMS, fire and guest room management systems. Telematics also provides state-of-the-art solutions in Wired and Wireless Infrastructure, Converged Networks, Interactive TV Systems, Security Systems and ELV Integration.

Responsibilities

- Overall business expansion in areas of sales, financial targets and new projects acquisition
- Responsible for project delivery timelines, planning, strategizing and streamlining branch activities
- Devising short and long term business goals, setting annual business plan and budgets
- Achieving business unit targets for sales revenue, solution offering, and resource planning
- Team building through training and line managing the entire staff with sales and project managers
- Overseeing development and management of key customers in achieving the business revenue target
- Establishing and ensuring compliance with Standard Operating Procedures throughout the organization

Key Accomplishments:

- Achieved sales of more than US\$10 million for the organization
- Introduced new business streams for profitability - Managed Services, Professional Services
- Won large strategic business deals worth US\$3.5 million for a five star Hospitality Chain of Hotels. The project include Supply, Install, Commissioning and testing and Maintenance of all the ELV equipments (Fiber and Cat6 Cables, Access Control Systems, IPTV, Passive & Active Network components, Car park Management system, Room Mgmt Systems etc) for a period of 5 year.

HCL Infosystems MEA., Doha, Qatar
Regional Sales Manager

Oct' 2008-Apr'2011

HCL Infosystems Ltd. is India's Premier Distribution and IT Services and Solutions Company. In the services space the Company has robust services offerings in areas of Infrastructure Management, Enterprise Application, System Integration, Office Automation, Managed Print, Life Cycle Management and Post Sales Support.

Responsibilities

- Developed efficient sales, pre-sales and support teams and oversaw their work for target achievements
- Responsible for setting staff KPIs, individual sales targets, and reviewing quarterly team performance
- Reviewed monthly activity reports of sales teams to ensure coordinated effort are on track
- Analysed revenue generation, order execution, and collection reports in compliance with company policy
- Managed and retained key customers and achieved overall business revenue targets per financial year
- Conducted consultative selling and ensured repeat contracts with customers

Key Accomplishment:

- Won Qatar Airways Pull and Print solution project and set the standardisation for reducing operating costs
- Awarded the 'Best Sales Manager' performance by Samsung for the GCC region

Acel Infotech Fz, Dubai, UAE
Lead Sales Manager

Mar'2002-Sep'2008

Responsibilities

- Focussed on Oracle E-Business Suite, conducted consultancy and implemented client services
- Managed lead generation for E-Business Suite with focus on assessing licensing requirements
- Responsible for up-selling and cross-selling of services and coordinating with existing customers
- Led the client presentations and presales service demonstrations
- Conducted account mapping and developed intelligence on landscape of every new sales prospect
- Involved in techno-commercial proposals and coordinating with technical teams for RFP/ RFQ.
- Analysed the product positioning at the prospective clients' requirements and closed sales.

Key Accomplishment:

- Bagged Best Sales Performance Award during 2004

CMS Computers Ltd., New Delhi, India
Area Sales Manager

Jan'1998-Mar'2002

Responsibilities:

- Managed business development for acquiring large key accounts within the corporate business segment
- Coordinated with existing customers, provided turnkey solutions for IT Hardware and Networking
- Identified customer requirements and liaised with technical and solution design teams accordingly
- Planned business strategies for JD Edwards Sales and prepared the proposals for retaining key accounts

Eagle Information Systems (P) Ltd., New Delhi, India
Large Accounts Manager

Jan'1993-Dec'1997

Responsibilities:

- Handled business development for Digital Equipment India Limited, a 100% subsidiary of DEC US
- Developed and managed new business through direct sales and post sales customer service
- Liaised with the distributors and original equipment manufacturer for special deals for corporate orders
- Evaluated software products and services and negotiated favourable terms with the vendors