Shefeeh Malakuzhiyil

shefeeh@gmail.com, +973-32212343

www.linkedin.com/in/shefeeh

(Available to join immediately)

Summary

Seasoned professional with over 11 years of experience in GCC (more than 6 ½ years of presales, business enhancement and sales experience in Bahrain), worked closely with CXOs of strategic customers from Government, BFSI, Education, O&G, and Hospital sectors. Understand technology spectrum across Cloud, Software Solutions, ICT, Security, Storage, Analytics, IoT, AI, Data Science and eCommerce.

Extensively worked with business key partners across Bahrain, creating consortiums to make a winning team and providing excellent solutions to the client. Exceeded the expectations and revenue targets in all my 11 years.

Bachelor's degree in Computer Science Engineering. Speaks fluent multiple languages such as Arabic, English, Hindi and Malayalam.

Key Achievements:
- Large Accounts Manager
- Handled multiple large-scale information technology and business transformation projects. Over achieved targets (127%) for consecutive years.
- Technical/Sales certifications from Cisco, Microsoft, Nutanix, AWS, Udemy and many more.
- Understanding of pain points and providing solutions increased customer retention by 50 percentage.
- Grew business by adding new customers more than 40 percentage per year through creative strategies and innovative approach.
- Top performer for consecutive years- Winning multiple large value Tenders/Bids.
- Alliance with new business partners, resulted GP growth by cross selling using existing resources.
- Effectively steered sales and support team.

Certifications
- Cisco Certified Network Associate (CCNA)
- Nutanix Platform Sales Engineer (NPSE),Nutanix Platform Sales Champion (NPSC),
- Nutanix Platform Sales Specialist (NPSS), Nutanix Platform Sales Representative (NPSR)
- The Data Science Course 2020: Complete Data Science Bootcamp. Udemy
- AWS Cloud Practitioner Essentials (Second Edition), AWS Amazon SageMaker, AWS ML
- Azure 900 Fundamentals For Education Part1, 2 and 3
- Cloud Computing, Cloud Security, Cloud Computing: Core Concepts .Linkedin
- Microsoft Certified Professional
- Project Management Professional (PMP)® . LinkedIn
- Sales Negotiation & Marketing Foundations. .LinkedIn
- Microsoft Power BI Desktop. LinkedIn.
- YSoft SafeQ 6 Product Specialist • YSoft Solution

Manager, Maicom IT Services WLL, Bahrain Feb 05 2020 – Present

Maicom is the enterprise voice and network technology solutions for Government and SME sector to help them work better. Maicom is active OEM partner with Microsoft, HP, Aruba, Cisco, Avaya, Fortinet, F-Secure, and Sophos.

Key Responsibilities:

- Manage Project improvement initiatives, tooling implementation and platform engineering to enhance IT Operations.
- Monitor, track and report performance against strategic initiatives. Providing feedback and remain updated with status of the market including that of competition.
- Achieved order growth in by utilizing entire portfolios of the organisation.
- Accountable for retaining existing customers and acquiring new customer base.
- Managing large accounts. Identify new business development opportunities, & evaluation of proposed acquisitions. Analyse financial/operational results & provide feedback on improvement opportunities. Manage organization versus developed KPIs.
- Builds strong and positive relationships with clients at various levels.

Division Manager, Al Zayani Commercial Services Bahrain Feb 04 2018 – Feb 04 2020

AZCS was established in 1980 and business partnerships with renowned international companies such as, IBM, Laserfiche, Y-Soft, Equitrac, DocuWare, My Q, Cisco, FortiGate, Ricoh, BenQ.

Key Responsibilities and Achievements

- Motivate and build a healthy work environment within the team. Provide support in resolving work related / other concerns in an effective manner.
- Over achieved partner driven targets, long term customer relationships with key customers and decision makers by understanding their requirements, regulations and exhibiting high expertise in technical solutions and products. Increased number of customers especially from Govt. and BFSI sectors.
- Worked closely with and secure customer contract fulfilment and success.
- Developing and maintaining of healthy opportunity pipeline in line with the growth plan. Managed organization versus developed KPIs.
- Ensure efficient and results-oriented support to the existing business, as well as to the new opportunities identification, supporting company competitive position, conveying company capabilities to key clients and being the expert on industry trends.
- Setting a strategic plan articulating levels of prospect engagement, and manage several channels to quantify results & monitoring the strategy, capability, functionality and performance of the company.

Manager-Sales and Professional Services - Almoayed Group WLL, Bahrain Feb 04 2014 – Feb 03 2018

AG is an Information Technology (IT) and Telecommunications (Telecom) solution leader, in the Kingdom of Bahrain established in 1982. Active OEM partner with Microsoft, HP, Aruba, Cisco, Avaya, Fortinet, FSecure, Sophos etc.

Key Responsibilities and Achievements:

- Over achieved target of USD 3.9 Million through creative approach.
- Regular Service review with shareholders to demonstrate performance and review service risks and undertake customer satisfaction measurement and improvement.
- Closed multiple large value Service Level Agreement Tenders.
- Establishing and maintaining strong business relationships through proactive account management, including regular face-to-face meetings and communication at the executive, management & CXO level.
- Involved in End to End business life cycle including lead generation, probing, negotiating and closing.
- Dealing with key Partners like Avaya, Cisco (CM, Networking, Security, etc.), Cisco, IBM Solutions, Nutanix, HP and many more.

Sales Engineer- TechnoCom Networking LLC, UAE   Mar 2012 – Feb 2014
Key Responsibilities:

- Business Development via prospecting, qualifying, selling and closing deals.
- Advisor to full range of IT Data Centre Enterprise Solution including Panasonic PABX and Networking solutions.
- Develop and implement sales strategies and tactics for sales opportunities
- Manage client relationship through all phases of the sales cycle
- Cultivate, develop and maintain long-term customer relationships
- Providing a consultative solution sales process for prospects
- Preparing sales quotations/proposals and process and analyse feasibility assessments and/or all bids/Govt. Tender/Contract documents
- Responsible for tracking customer information, forecasts and reports
- Develop and maintain prospect and customer list based on strategic marketing data and other sources for sales leads in our system

IT Manager- Ez Al Sahra Holding Company, Riyadh, KSA   Oct 2009 – Mar 2012
Key responsibilities:

- Planning, implementation and organization of a solid ICT infrastructure, systems, and solutions, aiming at the maximization of business benefits for the company and its subsidiaries. IT budget and Audit preparation
- Working with the technology team to provide robust information services through the support of internal systems in addition to managing the infrastructure and providing services to clients.

Education

- Master of Business Administration (M.B.A.), International Business
  Madurai Kamaraj University (Perusing)
- Bachelor's Degree, Computer Science Engineering
  Techno Global Engineering College

Skills

•Business Management • Critical Thinking• Business Process Improvement • Budgeting & Forecasting• Solution Selling. Management •Pricing & Negotiation Business Intelligence •Strategic Planning and Monitoring •Business Analytics •Team Motivation and Team Building • Data Centre •Networking and IT Infrastructure Sales• Data Science •AI •C++