

Fahad Khan

Senior Sales Manager

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Date of Birth: 23-09-1983



Professional Summary

- Pivotal Sales Manager offering **over 12 years of experience** in implementing successful sales strategies and motivating highly galvanized teams to produce significant bottom-line results, known for overseeing successful revenue streams and recognizing areas that need improvement.
- Focus on positioning **Networking** (LAN, WAN, Routing, Network Security), **Mobility & Wireless, Collaboration** (IP telephony, Contact Center, Unified communications) & **Data Center** hardware/software solutions to new and existing customers including Channel Partners, MEP contractors and ICT consultants.
- **Professional Account Manager** trained in building strategic network ties and increasing sales revenues. Cultivates and maintains strong trust-based customer relationships.
- Pursuing a **new sales-oriented role** where hard work and dedication will be highly valued with a dedication to achieving sales success.

Work experience

Business Unit Manager - Enterprise

Dec 2013 - Present

[Commpro Technologies LLC, U.A.E](#)

Design and implement sales plans and growth strategies to increase enterprise IT solutions sales in the Middle East Region. Develop and execute marketing programs and general business solutions resulting in increased company exposure, customer breadth, and sales.

- Generate and develop leads to acquiring new clients across various verticals mainly Retail, hospitality and Healthcare.
- Negotiate and finalize contracts with new and existing customers.
- Focus on positioning Networking (LAN, WAN, Routing, Network Security), Mobility & Wireless, Collaboration (IP telephony, Contact Center, Unified communications) & Data Center solutions to new and existing customers including contractors and consultants.
- Collaborate with customers to learn business operations and capitalize on upselling and cross-selling opportunities.
- Reach out to customers and project leaders during work to identify and evaluate end users and business requirements.
- Acting as a liaison between the business users, stakeholders and the technical solutions team.
- Create and facilitate efficient cost-effective solutions and analyze systems specification to meet business requirements.
- I am accredited to sell Cisco, Juniper, DELL EMC HP Enterprise, Lenovo Servers & Storage, Aruba Networks, Pelco, Netscout, Microsoft & VMware.
- Involved in all stages of project life cycle from Inception, Planning & Design, Execution, Regulating and Implementation.
- Analyze and control expenditures of the business unit to conform to budgetary requirements.

Key Achievements: -

- Increased YOY Sales by \$3.5M in the first year FY14
- Exceeded sales quota, consistently meeting stretch (% 120) with quarterly targets of \$1M - \$1.5M USD (FY14 - FY18)
- Closed & executed Cisco Contact Center requirement for a large Telco, worth \$500K.
- Created strategies to develop and exceed customer sales quota, resulting in over 15% increase in yearly sales.

Sales Manager - CISCO

Dec 2010 - Sep 2013

[Aptec Distribution – An Ingram Micro Company, U.A.E.](#)

Core Competencies

- New Business Development
- Strong Interpersonal Skills
- Channel Sales Development
- Relationship Building
- Solution Selling
- Account Management
- Sales/Marketing Strategy
- Competitive Intelligence
- Product Management
- Verbal & Written Communication
- Strategic Account Development
- Accomplished Manager
- Goal-oriented
- Sales Presentations
- Project Management
- Analytical Problem Solver
- Time Management
- Customer Service
- Direct Sales
- Strong Business Acumen
- Coaching and Mentoring
- Negotiations
- Motivation
- Vendor & Partner relations

Education

- **Bachelor's in Computer Science, 2005** - University of Karachi, Karachi, Pakistan
- **High School Diploma, 2001** - Khaled International Schools, Riyadh, Saudi Arabia
- **Secondary School Certificate, 1999** - Pakistan International School, Riyadh, Saudi Arabia

Certifications

- **CISCO Sales Expert v3 – CSE3**
- **CISCO SMB Specialization for Account Managers - 700-505**
- **CISCO SMB Specialization for Engineers - 700-501**
- *Trained in Project & Portfolio Management*
- *Trained in CCW (Cisco Commerce Workspace)*
- *Trained in DCT (Dynamic Configuration Tool)*
- *Trained in OIP Tool, CISCO UCS Sizer*
- *Trained in CSCC (Cisco Service Contract Center)*

Reporting directly to the General Manager, established and built the initial sales team for Cisco Velocity Program. Recruited and developed a team of top performers to expand the organization's share and increase customer breadth.

- Developed and controlled strategic Channel sales to ensure achievement of CISCO business growth targets
- Specialization in selling the complete Cisco product portfolio: Borderless Networking, Collaboration / Unified Communications and Data Centre.
- Engaged channel partners at the executive level, resolve conflicts, remove barriers and provide recognition in the pursuit and achievement of revenue & profitability.
- Assisted in the development and implementation of marketing initiatives and activities as needed.
- Analyzed sales data and kept up to date with market trends.
- Drove the QBR process with the Vendor managing key metrics of Quarterly business objectives.
- Involved in supervision for RFQ's, BOQ and product documentation for the client, with total support and explanation, with status follow up.

Key Achievements: -

- Achieved %110 targets Quarterly between 1.6M USD – 2.4M USD (FY12 to FY13) from entirely New Disti-Led initiative by CISCO through Distribution. (Ranked #1)
- Delivered YOY FY11 \$10.5M at 200% Growth
- Winner of CISCO Partner Led "Wish you were here" Competition in KSA (FY11)

Territory Manager

Oct 2009 - Nov 2010

Logicom FZE, U.A.E.

- Focused on increasing sales and exposure of Cisco product portfolio into key and strategic accounts within the channel through a comprehensive account/territory plan.
- Duties include proactively engaging accounts to win/uncover new business opportunities, analyzing and understanding the account potential Cisco spend in the channel per month and maximizing Logicom's market share of that business – resulting in a 22% market share increase.
- Specialization across the selling the complete Cisco product portfolio: Borderless Networking, Collaboration / Unified Communications.
- Achieved 215% of monthly quota and grew sales to \$2.5M within six months, earning the title as the top representative in the region.
- Prepared proposals/RFP responses, and conduct presentations.
- Introduction of new products and initiatives to the BDM and Pre-sales teams.
- Recruit, enable & grow new channel partners' Cisco revenue as a major part of their profile.
- Maintained an extensive knowledge of competitors, their offerings and their presence in the assigned territory.
- Responsible for tracking customer information, forecasts and reports.

Key Achievements: -

- Consistently hit and exceeded sales goals by 40%.
- Delivered \$4.8M USD in FY10.
- Closed in FY10 Largest CISCO Deal for Logicom via Distribution worth 2.4M USD
- Major contribution in the achievement of \$3.1M in FY10 in Kuwait through Key Accounts.

Product Manager - CISCO

Feb 2006 - Sep 2009

Marsons USA Corporation, Pakistan.

- Demonstrated Product capabilities through various channel involving seminars, tradeshows, product presentations at customer premises.
- Worked closely with the sales team and stakeholders to understand and fulfil the product vision and roadmap.
- Increased profits by 60% in one year through the restructuring of the business line.
- Evaluated periodic sales report showing sales volume, potential sales, and areas of proposed customers base expansion.
- Accurately forecast channel bookings and revenue in the quarter and on a rolling basis.
- Supported internal departments such as sales, client relations and marketing with necessary product knowledge, presentations and technical expertise.

Key Achievements: -

- Successfully and consistently overachieved set MBO Targets by CISCO for Pakistan through Authorized Distribution for consecutive 3 Years.
- Increased Certified Channel partners from 35 to 230 Certified Channel partners
- Increased sales over 3 years from \$3M annual to \$10M, with expanded sales of existing product and lines each resulting in a 24% pretax profit.

Skills

Microsoft Office (Word, Excel, PowerPoint, Outlook)



CCW (Cisco Commerce Workspace)



DCT, CSCC, FPS, Connect Dots.



DMP (Distribution Management Platform)



Feasibility Studies



MS Windows



SAP, SRM



Personal Details

- D.O.B.: 23rd Sep 1983
- Married
- Nationality - Pakistani

Languages

- English - Fluent
- Urdu - Fluent
- Arabic - Basic

Interests

- Strategic games
- Football, Cricket
- Music & Movies
- Volunteering
- Drama & Play
- Reading

References

References can be provided upon request.