

Z E E S H A N A S L A M

P.O.BOX 50142 • Jeddah, 21523 • Home: 00966 12 6058264 • Cell: 966 53 600 2570 • zeeshan.maslam@gmail.com



TECHNICAL MANAGER

(Managed & Cloud Services)

Experience: Significant 16+ years in:

- IT / Telecommunication Projects (Cloud, Managed Services, NW, Access & VAS).
- ICT (feasibility, Infrastructure & Vendor Technologies).
- Cloud Services, Managed Services, Service Delivery, Messaging, Signalling, & Location products, Digitalization, Virtualization, VMware, BIG DATA Analytics, Blockchain Technologies, Broadband Services, Voice (IMS) services, Corporate Connectivity services.
- Technical Sales (Growth Strategy planning & Development).
- Managing Team of 26 currently.

Job Role Profile:

- Technical Manager / Solution Architect – **6+ Years**
- Technical Business Development Manager – **6 Years**
- Technical Projects Manager – **4 Years**

Professional Certifications / Trainings: -

- **PMP Certification (PMP # 2040726)**
- CISCO Certified Design Expert (CCDE) Training
- Cybersecurity Training Course
- CLOUD U Certification
- Microsoft Azure, AWS Training Courses
- Big Data Analytics Training
- Internet of Things (IoT) Training
- Data Analysis, Presentation & Decision-Making Skills Certification
- Blockchain & Blockchain Applications
- VMWare - Virtualization
- WiMAX Professional Certification

Major - Key Projects:

- Managed Services for Saudi Air Navigation - WAN Connectivity Project – valued 30M SAR for 2 years.
- Cloud Services Project (VCSS Connectivity) – Migration from legacy E1s to Ethernet Valued 8.6M SAR per annum (5-Years Project)
- JIZAN University – Smart City Project – Cloud Services – Managed LAN Services - 20M Annually.
- Presidency of Meteorology & Environmental Protection (PME) – Virtualization & Cloud Services – SAR 20M Annually
- King Abdullah University of Science & Technology - International DWDM Connectivity Project 10G valued SAR 10M Annually (16 Years Project)
- Managed King Abdullah University of Science & Technology - Project for 20K extensions valued SAR 3M Annually for 5 years
- Managed King Khalid University DIA Project – 3GB/S for SAR 10.8M Annually
- Dammam Airport Company – Managed WiFi Project – SAR 5M per Annum
- Managed Umm Al Qura University DIA Project – 7Gb/s valued SAR 25.8M Annually
- Managed EBU FO Microwave Project – Valued 5M Annually (Kingdom wide Installation)
- Managed Installation & Repair Project – EBU FO – SAR 10M Annually (Installation of WiMAX, DSL)

Educational Background:

- MBA – Preston University, Pakistan (2010-2012)
- BSc (Hons) in Computing & IT – Staffordshire University UK. (2001-2004)

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Technical Skills:

- Strong Exposure to Global Managed Services, International Carriers and Submarine/Terrestrial Cable Systems.
- Managing Azure VM
- Cloud Services Provisioning & Implementation
- Managing Databases
- Managing on premise Servers (DC, SCCM, KMS)
- Managing Active Directory
- Managing Back-up Activities
- Managing WAF
- Strong Knowledge about Telecom and IT market dynamics, specifically: IP Transit, Internet Peering, VPN, BGP, MPLS, WiMAX, Wi-Fi, Management of Customer Premise Equipment, Broadband, DDOS and VSAT solutions.
- Knowledge about the flows of messaging products (SMS, MMS, Bulk Messaging), location products (GMLC, GIS, Cell-Id), RBT, signalling products (HP OCMP, HP USPM, Dialogic), Virtual VMware environment, Voice Mail, Smart Alert, Collect Call etc...
- Strong knowledge in ICT Technologies about Digitalization, Big Data, Virtualization, IoT, Cloud (IaaS, SaaS), TCP/IP v4 and TCP/IP v6, Managed Security, VoIP, Hosting and bespoke solutions.
- Big Data Analysis: Analytical Skills, Big Data, Data Analytics, Data mining, Database management
- Excellent knowledge about web services technologies
- General technical understanding of connected (IP) products and Cloud / Hub / Spoke Network Topologies
- Solution Preparation/Management Proposal based on Customers' Requirements
- Proof of Concept Creation
- Understanding of the lower level workings of VPN technologies including IPSEC and MPLS VPNs
- Knowledge of CPE QoS technologies including traffic prioritization and traffic shaping.
- Expertise in a product family (SDP, Messaging, Call Completion, etc.)
- Knowledge of basic network, security, systems administration, and problem diagnosis methods for Linux, Windows and Oracle in a multi-tiered architecture
- Software Integration and Software Configuration Management
- Network & Security architect (Cisco, Palo -Alto, Fortinet, F5 LB & WAF solution, Gemalto, Email security)
- Technical Writing: Client Relations, Email, Requirements Gathering, Research, Subject Matter Experts (SMEs), Technical Documentation

Management Skills:

- **Project Management:** Benchmarking, Budget Planning, Engineering, Fabrication, Following Specifications, Operations, Performance Review, Project Planning, Quality Assurance, Quality Control. Scheduling, Task Delegation, Task Management, Strategic Planning/Implementation, System Analysis.
- Leadership, Team Building, Decision Making, Measurable Deliverables, Time Management
- Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations
- Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations
- Fiscal Management, Proposal Development, Deal Structuring, Formulating Policies/Procedures
- Logistics Planning, Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management
- Strong Knowledge of the Sales Cycle / Sales Process
- Competitive Analysis & Price management

Sales / Business Development Skills:

- Bidding, Strategic Client Acquisition, Client Retention, Direct Marketing
- Territory Management, Pitch Creation, Problem Sensitivity, Customer Relationship Management (CRM),
- Critical thinking & Problem solving, Sales Presentations / Demo, Cold Calling,
- Dealing with Objections, Relationship building, Closing Skills, Goal-Oriented, Empathetic, Passionate about selling, Social Selling, Referral Selling.

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PROFESSIONAL EXPERIENCE

Technical ICT Manager

April-2014 to Current

STC – Government Sales (Western & Southern)

- ❖ Provisioning of Cloud and Managed IT services to STC Government customers
- ❖ Worked side by side with sales account managers and supporting them as an expert on the technical and integration aspects of the STC services throughout the sales cycle.
- ❖ Working closely with Pre-Sales, Account Management, Operations and R&D in all steps of deployment.
- ❖ Communicating with customers to solve technical problems, follow up issues, clarify ambiguities, and help them understand the deployed product / Technology
- ❖ Proactive consultative selling to senior decision makers within the Telecommunications business. This means taking the initiative to the customers rather than waiting for their call / email.
- ❖ Understanding, adapting and presenting the STC services portfolio to the key decision makers within customers.
- ❖ Providing thought leadership and support for the communication sales teams across the department with a specific focus on GROWTH strategies, with Proactive account management on the technical and commercial value proposition as appropriate
- ❖ Providing detailed and timely customer solution feedback.
- ❖ Helping sales account managers to close deals with customers by overcoming “perceived” and real customer technical hurdles while at the same time articulating product technical value propositions and benefits.
- ❖ Leading formal and informal architecture discussions with clients.
- ❖ Responding to the technical issues raised by the prospects, and coordinate with the back office to provide timely response.
- ❖ Determine new target segments with the customer base and penetrate sales in that area.
- ❖ Training the sales force about converting leads to sales through good communication, follow-ups and positive attitude.
- ❖ Works on problems of diverse scope where analysis of date requires evaluation of identifiable factors.
- ❖ Focus on Revenue Growth, Technical Stewardships and increased customer loyalty.
- ❖ Support Unit Sales Plan through presales and / or post sales technical consulting activities.
- ❖ Responsible for supporting the development of existing company contracts and providing pre-sales / technical support to the sales team when prospecting new and existing customers.

Technical Presales / Business Development Manager

Aug-2008 to April 2014

Saudi Telecom Company

- ❖ Structure and produce compelling sales proposals/commercial and technical documentation outlining the cost savings and business benefits to clients of using STC value proposition
- ❖ Perform technical and functional presentations, workshops and product demonstrations to customers, including bid clarification meetings
- ❖ Linking the customers' business requirements to STC offerings including creating added value-based solutions.
- ❖ Lead technical discussions with customers and channel partners on use case and call flow level, ensure that STC is strongly positioned well within the customer organization
- ❖ Interpret customer requirements; speak with customers or prospects to understand their needs and relay this information to the sales Account Managers
- ❖ Respond to functional and technical sections of RFIs/RFPs.
- ❖ Scope the technical solution required to address customer requirements
- ❖ Cross departments/divisions coordination in developing client solutions.
- ❖ Marketing Intelligence (Future Projection based on existing market trends etc).
- ❖ Business Case Modelling. (Financial Analysis)
- ❖ Engaging with Key-Account customers for requirements analysis, and prepare requirements specification documents.
- ❖ Vendor / Partner Engagement, Technical and Commercial Write-up, Contract Development with Legal / Regulatory.
- ❖ Support the implementation of strategic projects that improve client outcomes and service delivery. This may include service delivery structure, program design, business development focus, organizational structure for client services and other projects impacting the delivery of service
- ❖ Participating with Business Development Mega Projects Team in preparing technical proposals, understanding of customer requirements, contacting right people for their contribution towards alignment of technical proposal.

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Technical Projects Manager

Aug 2004 to July 2008

(Business Analyst/ Creating Test Strategies)

Saudi Telecom Company

- ❖ Manages the entire life cycle of the project (from inception to Go-Live) and ensure relevant resources are available and channelled to produce the planned deliverables, in line with agreed timelines and budgets
- ❖ Managing the solution analysis process, preparing a detailed solution architecture document set and keeping it up to date during the project
- ❖ Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
- ❖ Establishes and gains agreement on the definition and scope of the project and associated methodologies with the various stakeholders to facilitate the planning and execution of schedules that are consistent with overall project objectives
- ❖ Identifies resources needed and assigns individual responsibilities.
- ❖ Manages day-to-day operational aspects of a project and scope.
- ❖ Reviews deliverables prepared by team before passing to client.
- ❖ Effectively applies Company's methodology and enforces project standards.
- ❖ Prepares for engagement reviews and quality assurance procedures.
- ❖ Ensures tracking of the key milestones of the projects addresses problems and prepares project reports for the senior management
- ❖ Ensure that project governance is defined, and stakeholders and sponsors are allocated
- ❖ Minimizes the exposure and risk on projects.
- ❖ Ensures project documents are complete, current, and stored appropriately.
- ❖ Tracks and reports team hours and expenses on a weekly basis.
- ❖ Manages projects budgets.
- ❖ Applies project management tools and techniques to effectively meet the project requirements
- ❖ Determines appropriate revenue recognition, ensures timely and accurate invoicing, and monitors receivables for project.
- ❖ Follows up with clients, when necessary, regarding unpaid invoices.
- ❖ Analyses of project profitability, revenue, margins, bill rates and utilization.
- ❖ Lead the end to end project from initiation to assessment, customer relationship until execution

PERSONAL PROFILE

Nationality: Pakistani

DOB: 1st January, 1980

Marital Status: Married

Permanent Resident: KSA