

Personal & Contact Details

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Current Base Dubai, UAE

Profile

I am an experienced technology professional, currently Senior Manager Commercial Manager with Core42 (A G42 Company), my earlier roles were with Ericsson as Senior Manager Commercial, Head of Managed Services Engagements (Etisalat, Zain, GCC, Pakistan) and Manager Operational Excellence. I have also worked for Warid Telecom and Telecom Ottawa.

I have won and led complex IT engagements with major customers, managed / motivated diverse high-performing teams, developed commercial strategy and related plans, driven change and significant improvements to processes & operations, handled senior stakeholder relationships, and consulted to multinational clients..

I am known as a strong techno-commercial business developer and delivery leader with an inspirational and can-do attitude. Throughout my career, I have consistently driven change and overachieved challenging sales and client satisfaction metrics. I possess excellent communication, presentation and negotiation skills.

Work Experience

Core42 (A G42 company), UAE; June 2023 to date **Senior Manager Special Projects & Governance; June 2023 to date**

- Facilitated sales empowerment through initiatives in General AI, High-Performance Computing, Digital, and Cloud Services.
- Crafted customer engagement tools in collaboration with product teams, fostering a consultative approach to sales.
- Spearheaded the creation of an offerings catalog on digital platforms including Salesforce, SharePoint, and ServiceNow.
- Partnered with the Sales Excellence team to refine sales analytics, focusing on forecasts, order books, and net sales metrics.
- Worked alongside product offering leaders to digitalize the product development processes and developed governance model

Ericsson AB, UAE; November 2006 to April 2023 **Senior Manager Managed Services Commercial Management (MEA); September 2020 to April 2023**

- Led and drives solution sales strategy, market insights, and digital sales governance for achieving sales target
- Developed an alternate commercial model to support new business requirements such as outcome-based pricing, gain share, capacity-based model, and revenue share models for managed services
- Led quarterly business review with Global Business Unit head and monthly business review with the regional President, Vice President & Chief Financial Officer

Head of IT Managed Services Engagements (MEA); May 2010 to August 2020

- Developed Managed Services Go-to-market and developed sales funnels for MEA to **500+ MUSD** in 3 years
- As principal engagement lead in a client-facing and client account role, I led large, complex TechOps Solutions Sales & proposal development for Application, Infrastructure, Network, Cloud Operations, Application Modernization, Application Development, and Security Managed Services sales cycle, including business development, lead generation, opportunity qualification, tailored solution proposal development (RFIs & RFPs), contract negotiations, and contract closures.
- Spearheaded deal closure by working closely with senior cross-functional colleagues in Finance, Delivery, Legal, Human Resources, and Contract Management. Develop strategies to bundle Platform Software and Professional Services while mitigating any risk.

- Presented Ericsson's solution and value proposition to C-Levels and used influencing skills to drive customers to Ericsson's wanted positions.
- Initiated a joint GTM with Microsoft and AWS to address hyper scalers opportunities in the MEA region
- Managed, mentored & motivated a diverse and multicultural team of 15.
- Won and delivered various IT Managed Services contracts with EITC du, Etihad Mobily, RTA Dubai, MEW Kuwait (Zain), and Jazz (Veon Group).
- **Awards: Key Contributor 2019, High-Performance Employee 2016, Deal of the Year 2015.**
- **Won various multi-year deals won worth 200m USD.**

Manager Operational Excellence – UAE; November 2008 to April 2010

- Led IT Services delivery projects across the GCC region, including resource planning, governance and operational reviews, global tools deployments, and process implementations.
- Drove transformation and implemented the service delivery organizational blueprint across the Middle East.
- Introduced a new governance framework across different operations, increased margins, and customer satisfaction.
- Improved service delivery efficiencies by 15% against a target of 10%.
- Achieved target for organizational dimension vs. actual demand through implementing a robust governance model.
- **Increased service delivery efficiencies by 15% against a target of 10%.**
- **Successfully turned around five critical projects to profitability.**
- **Achieved target for organizational dimension vs. actual demand through implementing a robust governance model.**

IT Operations Manager - UAE; November 2006 to October 2008

- Led IT service delivery management with P&L responsibility of 6.5 MUSD
- Setup ITIL Service Operation aligned organization recruitment of 25 skill resources to deliver the services
- Expanded scope of services from IT Infrastructure to Service Desk and IT Application Support
- Acted as Customer Interface for SLA reports, incident management, and WLA establishment.
- **Exceeded financial target by 15% (profits) and 20% (new revenues), improved customer satisfaction index by 18%.**
- **Achieved 99.95% IT Operations services target.**

Warid Telecom, Pakistan; March 2005 to October 2006

Assistant Manager Information Security

- Handled network security operations, recruited the Network Services Team, and developed & implemented new processes and tools to drive efficiency.
- Designed and implemented the Warid Enterprise Data Center, which hosted core billing & CRM infrastructure
- Achieved all targets related to network security incidents, organisational readiness, and employee satisfaction.

Telecom Ottawa, Canada; April 2002 to March 2005

Network & ISP Operations

- Managed projects, including customer & network migration, implementations of internet services, networking solutions, new systems, and network planning and optimization.
- Established & maintained interfaces between Technical and other departments.
- Developed & implemented new tools and processes to enhance call center efficiency.

Education

- **BSc, Computer Science, University of Windsor, Canada; 2001**
- **Professional Development:**
 - Foundations of Everyday Leadership (University of Illinois at Urbana-Champaign)
 - Digital Transformation (Boston Consulting Group)
 - Ericsson Leaders Core Curriculum Program
 - SPIN Selling (Huthwaite International)