



EMAD GHANEM

Senior Sales Professional

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Nationality: Canadian

Languages: Arabic & English

Dynamic and results-driven sales leader with 20+ years of experience in technology sales, including 13+ years in the UAE and GCC markets. Proven track record in driving revenue growth, building strategic partnerships, and leading high-performing teams in SaaS and IT solutions environments. Adept at working with hardware partners to deliver comprehensive solutions that meet client needs. Skilled in market expansion, pipeline development, and fostering long-term relationships with C-level executives.

Work Experience

Regional Sales Manager, SafeUEM | Mississauga, ON, Canada

May 2022 – Oct 2024

Plan and execute pipeline-development strategies. Lead, train/coach, and develop a high performing sales team. Generate revenue forecasts and YOY growth projections. Develop mutually beneficial relationships and partnerships.

- Achieved 138% of sales targets by deploying a strategic partner enablement program that included product training, co-marketing initiatives, and sales process optimization.
- Implemented a streamlined sales methodology, reducing sales cycle times by 40 days and boosting pipeline accuracy
- Optimized Salesforce CRM usage across sales teams to enhance pipeline accuracy by 95% and reduce sales cycle times by 40 days.
- Developed strategic alliances with hardware providers to offer integrated solutions, enhancing value propositions.
- Maintained a 98% customer and partner retention rate by proactively assessing and addressing channel partner needs with consultative solutions and training.

Sales Manager, Strategic Accounts, Savvy Tech | Toronto, ON, Canada

Nov 2019 – May 2022

Drove initiatives to strategically grow the assigned regions of large-scale accounts and future business opportunities. Utilized a consultative sales approach to assess prospect requirements and formulate engaging presentations. Led a team of representatives in executing sales strategies and meeting as well as exceeding established goals.

- Accomplished 139% of assigned target in 2020 and 160% in 2021 by developing new business, consistently targeting new prospects, contacting leads, and closing sales.
- Implemented ValueSelling sales methodology initiatives which led to 43% increase in new account average order size, and pipeline forecast accuracy by 95%.
- Negotiated and secured partnerships with leading hardware vendors, enabling bundled software-hardware offerings that resulted in a 25% increase in deal closure rates.

SOTI Inc.

Dec 2013 - Nov 2019

Channel Manager | Mississauga, ON, Canada (Apr 2017 - Nov 2019)

Managed 300 client accounts and 70 channel and OEMs partners. Established and sustained client relationships by liaising the ongoing customer retention strategies with internal teams, marketing collaborations, cross functional activities in the managed territories. Created sales plans, and up-selling strategies.

- Achieved an average of 165% of my target over the first 4 quarters.
- Liaised with distributors to identify reseller opportunities, adding 68 VAR's in only 1 year.
- Designed and executed marketing campaigns across multiple verticals, achieving a 54% increase in product awareness among 500+ prospects and significantly expanding regional lead pipelines.

Regional Sales Manager, MENA | Dubai, UAE (Dec 2013 - Mar 2017)

Hired to establish and grow a new market for SOTI in the Middle East and North Africa region, and drive sales through strategic business development and recruitment of new partners.

- Established new MENA distribution channels, onboarding 41 distributors and channel partners, and driving annual revenues from \$0 to \$4.1M in two years.
- Achieved an average performance of 113% of aggressive quotas in a span of 10 quarters.
- Maintained 28%+ YOY growth in the account revenue and 12% profitability improvement.

Sales Manager (Contract), AppFusion | Dubai, UAE

Jan 2013 - Dec 2013

Oversaw all business development activities related to creating demand, expanding distribution channels, and managing partners' networks in the Middle East and Africa region.

- Boosted sales revenue of existing partners by 65% in 6 months.
- Grew the MEA region's channel partners by 62% from 19 to 31 partners.
- Built and led a team responsible for strategic development and growth of AppFusion's partnerships, alliances, and channel revenue.
- Increased annual SaaS subscriptions by 84% through establishing strategic partnerships with major OEMs.

Project Manager, InCube FZCO. | Dubai, UAE

Nov 2007 – Dec 2012

Served as a first point of contact for the complete client's day-to-day requirements. Worked with existing and new clients to resolve claims and eligibility issues to increase revenue through value-add programs. Provided informative and training presentations and attended client meetings to ensure complete customer satisfaction. Analyzed customer and corporate business needs and collaborated with account managers to reinforce clients and business relationships.

Software Engineer, Global Information Technology | Dubai, UAE

Mar 2006 – Oct 2007

Software Developer, Soft Source Information Technology | Dubai, UAE

Jan 2004 – Feb 2006

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree of Science in Computer Engineering | Pebble Hills University, USA

Ontario College Graduate Certificate in Artificial Intelligence - Architecture, Design, and Implementation | Georgian College, Canada (in progress)

Value Selling Course | Visualize, Canada

PMP Course

SKILLS

Account Acquisition and Retention | SaaS | Relationship Building | Team Building | Coaching | Lead Qualification | Project Management | Forecast & Pipeline Management | Sales & Business Strategy | Salesforce | Communication | B2B Sales | Customer Service | Territory Development & Management