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PROFILE

An enthusiastic business finalist committed to a career in Software, Cloud (XaaS) and IT Solution Sales. Highly driven with a passion for IT and driving high quality customer experiences. In depth understanding of customers IT needs in several industry verticals, spanning through Private and public sector. Confident Sales professional with good IT literacy and business acumen.

A Proven application of Software Licensing, Software Asset Management (SAM), Complex solutions selling in CRM, ERP and other Line of Business Solutions. Career to date built around Software sales (Business Development, Account Management, Marketing and Acquisition), both directly and indirectly through partner ecosystem

INGRAM MICRO (WORLD'S LARGEST IT DISTRIBUTOR) NOV 2009 – PRESENT ROLES:

UNIFIED COMMS BDM

- Structuring Unified Communications Vendor Offerings into Ingram Micro Proposition
- Developing Reseller Programme to help Drive Frequency of purchase, Yield, and Reach.
- Developing UC multiple Vendor Marketing Plan designed to complement UC Reseller programme.
- Deliver SMB - MM UC solutions – both on premise and Cloud
- Develop the UC Pre-sales offerings
- Creating Reseller Awareness, Resell performance, Vendor uptake through Demand generation & Marketing resources.
- Grew Cisco SMB UC business to double digit and impacting Distribution Market share to 45% at peak (out of 11 disti's) and retaining to 30%
- On boarding New Vendors to Ingram Micro adding 100 Million incremental business to IM
- Managing Hi-touch Value Reseller accounts and applying a volume strategy for on boarding, activating and growing SMB resellers.
- UC Vendors include - Cisco, Microsoft, Blackberry, Nokia, HP and others
- Covered UC portfolio's spanning SMB-Enterprise and from On premise to Cloud

NATIONAL ACCOUNT MANAGER (NAM) –SOFTWARE & MOBILITY

- Drive net new business & retain Annuity business (renewals)
- Created the Ingram Micro Software Asset Management Programme
- Support Software, Cloud & IT Sales teams in closing business across multiple Vendor technologies.
- Drive sales through Channel Marketing Campaigns, Publications, Live Meetings, and 1-to-1 and 1-to-many training, exhibit and present at Ingram Micro & Vendor events;
- Support Resellers in enhancing Readiness, vendor/programme activation and help them grow their business. Vendor Relationship Management
- Carry out Sales training, Call out days and support with end-customer meetings
- Knowledge and sales enablement focused on Solution selling techniques.
- Identify key opportunities for Resellers to drive and impact profitability.
- RFP's and vendor on boarding





MICROSOFT ERP/CRM SALES SPECIALIST

JULY 2007 AUG 2009

- Support the Microsoft Large Account Reseller (LAR) community in selling MS Dynamics range
- Establishing a clear ROI GTM plan based on LARs strongest vertical industries, account base and segmentation.
- Executing the plan by gearing up LAR sales force in articulating the CRM & ERP and going-to-market to identify nurture & close Software opportunities.
- Tailoring and presenting presentations & Demos to evangelise the technology specific to customer's needs.
- Creating Dynamics Partner alliances with LAR community to help drive successful projects
- Supporting LAR in identifying, qualifying, developing and closing opportunities.

B ONE – UK SERVICE CENTRE FOR SAP BUSINESS ONE CHANNEL MANAGER (ERP SALES)

JUNE 2006 – JUNE 2007

- Responsible for developing existing relationships with SAP's Business One Partner Community to maximise revenue opportunities and achieve the identification of new streams (ISV solutions opening new verticals i.e. Distribution, MRP, Mobile working, group financials).
- Responsible for all Marketing, Sales, services & Training execution for SAP Business One Partners across the UK & Ireland
- Ensuring the Development and double digit growth of a robust, high quality sales pipeline
- Presenting value proposition of solutions and demonstrating software to clients (Through partner/direct).

MICROSOFT, TVP ROLES: PROGRAMME MANAGER

AUG 2004 – JUNE 2006

- Responsible for Microsoft's Independent Software Vendors (ISVs) UK registered partner community.
- Engaging with 1000+ UK partners through Microsoft Partner Programme, Events, shows and 1-2-1 meetings.
- Driving the adoption of the Microsoft stack and evangelising the development platform through working with BMO and BGs to ensuring funding and content to support Breadth Partner engagement in Marketing
- Deliver readiness for Microsoft's campaign and marketing benefits to all Partner ensuring 'one voice' to Partner

PUBLIC SECTOR BUSINESS MANAGER

- Accomplish agreed business targets/objectives at team and individual level
- Develop and manage first-rate relationships with network members to encourage business growth.
- Actively promote sales and campaign opportunities to accounts
- Develop new business, generating new leads whilst preserving existing opportunities
- Work alongside field business managers and engage virtual resources when required
- Understand the partner eco system and actively drives partner relationship and opportunities
- Won deals with key solutions ranging from Infrastructure Management, Optimisation, ERP, CRM, Security, Collaboration, Mobile working, Security, BI and other productivity and efficiency solutions.

ACCOUNT MANAGER (CEM)

- Deliver agreed monthly revenue targets from assigned accounts within territory
- Prospect to identify new sales opportunities as well as building on existing accounts
- Proactively introduce new contacts, products & solutions from the PC-Ware Sales Force
- Drive increase in customer satisfaction (CPE) and resolve any issues quickly and effectively
- Provide weekly forecasts and business updates to the Sales Manager on key accounts
- Conduct regular business reviews with customers to identify new sales opportunities
- Develop relationships at different authority levels to drive opportunities and growth





EDUCATION

University Of Kingston (2001-2004)

BSc (Hons) Computer Science (2:1)

Dissertation: Online Client/Server Network Fault Management System (Achieved 1st class)

The Bulmershe School, Reading (1990-1997)

Advanced GNVQ in Manufacturing Engineering (Merit) & 8 GCSEs

I.T SKILLS

Programming Language		O/S	Tools
<ul style="list-style-type: none"> • SQL server 2005 • PL/SQL • MS Access • MySQL 	<ul style="list-style-type: none"> • HTML/ASP • Most Web languages • Visual C++ /VB • Macromedia FLASH • J2EE 	<ul style="list-style-type: none"> • Windows NT/95/98/XP/XP pro/Vista • Windows Server 2000 / 2003 • UNIX • Linux 	<ul style="list-style-type: none"> • MS Visual Studio • UML/CASE tool • Matlab • OPNET • Oracle Jdeveloper 10g • Most commercial IDE's

SUMMARY

10 years IT experience, Mix of through Channel & Direct , MS Licensing Sales Expert & Specialist; Understanding of Microsoft Platform Architecture, Cloud solutions(IaaS, XaaS) Unified Communications, Server & and client technologies, Network Management, CRM; ERP; Gov Connect; Collaboration Technologies; Office; Unified Communications. Presence, IM, Video, Voice, Email, Sharing & Collaboration. Mobile. Operators, Applications, Comms, Devices. Flexible working, Life/Work Blending Business culture, Social Networking. The Consumerisation of IT. Technology Futures.

SPECIALITIES

Channel development, sales, presenting, partnership development, technology, social networking, product training, press briefing, product launch, online buzz, blogging, corporate culture, mobility, everything Software, solutions, Channel marketing, Channel programme development, Channel partner activation and Demand gen campaigns.

SPORTS & OTHER ACTIVITIES

- Addicted to sports. Play anything that involves teams, competitiveness, balls, and racquets.
- Gained an award from Microsoft for making an outstanding contribution to the academic technical community, result of which had taken part in the *World Wide Microsoft Student Partner Programme*.
- Awarded the Microsoft Business Engagement Group (BEG) Creativity award

LANGUAGES

- Fluent in : Punjabi, Hindi & Urdu
- Basic: French

"Gurmail was one of the best performers in my time at Microsoft. He always provided advice and guidance to his team when asked and led by example in his customer and partner engagements. There are few salesmen who actually understand technology and deliver solutions based on business requirements - Gurmail is one of them. Gurmail would be a valuable asset to any organisation." March 30, 2010

1st Adam Woolford, Account Manager, Microsoft
worked directly with Gurmail at Microsoft

References Available Upon Request

