

Sayed Ahmad Zaki Al-Mahdaly Bin Syed Abdul Kadir

CAREER EXPERIENCE

- Over 20 years of experience in sales and business development of IT system integration industry
- Familiarizes and well versed with sales cycle process of opportunity qualification, funnel management, proposal creation, proposal costing and closing deals strategy.
- Specializes in business development cycle of government / semi government accounts through tender procurement process and sales due diligence.
- Experience with managing many key government critical projects in various clientele backgrounds; JPM – MAMPU, MOH, MOHE, MOE, MOF, RMCD, PDRM, FAMA, SWCORP, J-CORP, PETRONAS, EPF, LZS, MAIS, MAIWP, CAAM, TMOne, SPAN, UiTM, MMU, USM, UUM, UMT, UNIMAP, USIM etc.
- Manage and address client's issues, taking immediate action to resolve problems and maintain smooth operation accordingly.
- Develop and negotiate business plan on supplier relationship between IT principals, distributors and dealers.



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SKILLS PROFICIENCY

- Excellent with Microsoft Office software automation
- Good communication skills and problem solving abilities
- Good team player and naturally independent attitude
- Experienced administrator and task delegator
- Independent, personable and professional in completing task and multiple responsibility
- Great ability to be adaptable
- Experienced in business development and sales cycle
- Able and to conceive business proposal, concept idea and business research study
- Experienced in project management delivery and consultancy

LANGUAGE

- Good spoken and written in Bahasa Melayu and English

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EMPLOYMENT HISTORY

DGFLO INNOVATIONS SDN BHD /

D.G.KOM SDN BHD, Bandar Sierra 16 Puchong, Selangor

– Business Development Manager

Industry Segment : ERMS Solution Provider & System Integrator

December 2019– March 2023

Job Summary

Responsible in leading business development activities from sales funnel opportunities into sales deal conversion.

Primary Responsibilities

- Responsible in promoting and selling ERMS solution business continuity while managing and developing sales cycles i.e. funnel management, proposal presentation, tender proposal submission, closing deals, project delivery and delivery forecast of designated accounts
- In charge of account management of designated clientele for businesses continuity at UiTM, USIM, UUM, J-CORP, SPAN, MFM Group, TMOne, LZS, Yayasan Bank Rakyat, SWCORP
- Develop and managing close rapport with ERMS Subject Matter Expert in UiTM to further and create awareness of electronic records management solutions into the market.
- Participate in day-to-day operations on site and overall project implementation deliveries whilst managing client's project expectations and satisfaction

DOMINATEK SDN BHD, Shah Alam, Selangor

– Business Manager

Industry Segment : System Integrator and IT Project Consultancy

January 2016 – December 2019

Job Summary

Assess and qualify business opportunities, develop sales funnel, manage pre-sales cycle process, oversee and coordinate client's project requirement to achieve desired end-results – a successful completion of project delivery and targeted sales quota.

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Primary Responsibilities

- Primarily taking care of company day-to-day operation, administering and managing overall solicited sales cycle funnel
- Responsible in business continuity of managing and developing sales cycles i.e. funnel management, proposal presentation, tender proposal submission, closing deals, project delivery and delivery forecast of designated accounts
- In charge of account management of designated clientele for businesses continuity at UiTM, USIM, UMT, MOF, ASWARA, MOE, PDRM, FAMA etc
- Supervise and manage project delivery roadmap for successful contractual fulfillment and above all managing client satisfaction whilst maintaining professional conduct with utmost integrity and mutual respect

NOTA ASIA (M) SDN BHD, Subang Jaya, Selangor

– Head of Sales & Marketing

Industry Segment : IT Training, Soft-skill Training and Consultancy

March 2014 – December 2015

Job Summary

Lead and manage a group of sales team to penetrate clientele businesses requirement in order to achieve company sales target and answerable to the top management satisfaction and counsel.

Primary Responsibilities

- Assess the strengths and weaknesses of the sales team and manage the sales strategies program accordingly to meet the sales target and client's fulfillment
- Provide business and sales roadmap for the sales and marketing team to collaborate in achieving company goals and meeting with clients to discuss their evolving needs and to assess the quality of our company's relationship with them.
- Lead account management strategy and retention mainly on Petronas, HRDC, Maxis, TM, Digi, Felda Global Venture, Panasonic, EPF and government agencies
- Liaise with top executive at Human Resource Development Fund (HRDF) and MDEC for training program creations to attack the market industry and be ahead of other competitors
- Report and present to top management at BOD quarterly meeting on sales revenue, financial expenses reports, funnel development and business forecast.

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HEITECH PADU BERHAD, HeiTech Village Tower, USJ Subang Jaya, Selangor

– Business Development Manager

Industry Segment : System Integrator and IT Project Consultancy

January 2012 – March 2014

Job Summary

Develop and manage business development strategy to the assigned/designated account to achieve account penetration and presence. Primarily assigned to one particular clientele; Royal Malaysian Customs Department (RMCD)

Primary Responsibilities

- Recruit, develop and maintain good business rapport with high level clientele at RMCD headquarters in Putrajaya and few other RMCD state offices
- Conduct business plan and strategic partnership with Subject Matter Expert to focus on RMCD border management and security surveillance matter
- Conduct study and compliance research on RMCD adapting to international industry practice of World Customs Organization Framework of Standard (WCO) in the perspective of UN Revised Kyoto Convention.
- Conduct research, site visits and discussions with business stakeholders nationwide to develop business case study on clientele challenges operationally and risks requirement
- Developed, pitched and proposed multi-million worth, tailored-made proposal for an Electronic Vehicle Information System (eVIS) to cater an integrated mechanism of solving RMCD challenges and limitations in functionalize the enforcement of Akta Kastam 1967, Butiran 21 (a) & Butiran 21 (b), Perintah Duti Kastam (Pengecualian) 1988 – *Border Security for Foreign Registered Vehicles Border Crossing*. The proposed eVIS proposal went into Cabinet level meeting and was part of Government Transformational Programs (GTP) key-initiatives to enhance nation's border security and surveillance tasking competency.
- Involved and developed tender proposal submission that worth over RM300 million for RMCD National-Single-Window Trade Facilitations, Core Application & Information System Revamp named Ubiquitous Customs (U-Customs) project.

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MESINIAGA BERHAD, Subang Jaya, Selangor

– Account Manager (Public Sector Group)

Industry Segment : System Integrator and IT Project Consultancy

December 2007 – May 2011

Job Summary

Responsible in developing and managing sales cycles like sales forecast, opportunity management, proposal submission, closing deals, project delivery and delivery forecast of the designated account. Main clientele on government ministries and agencies such as Ministry of Health, Ministry of Foreign Affairs, Ministry of Tourism, Ministry of Higher Education (Community Colleges & Polytechnics) and government universities (UiTM, USIM, UM, UMT, UUM, USM and MMU)

Primary Responsibilities

- Develop and solicit new business roadmap opportunities of government designated clientele to achieve yearly sales quota
- Organize and conduct technology update to designated clientele on technology best practice and industry approach from business and operational viewpoint
- Dealing with technology principal such as Microsoft, IBM, HP, DELL, Lenovo, EMC, Cisco, Symantec, Trend Micro, VMware and etc with the objective to educate the targeted clientele.
- Conduct and manage technical requirement studies and penetration-test on client's IT infrastructure and IT security environment of the Datacenter and Disaster Recovery Plan for opportunity analysis
- Manage sales cycle process of opportunity qualification, funnel management, proposal creation, proposal financial costing and develop closing deals strategy. Manage sales cycle of the government accounts through tender procurement activities
- Manage and help deliver solution proposal on tight schedule deadline to meet clientele targeted schedule
- Provide advice to solve problems, create value and improve business productivity into client's business environment. Attends to regular project progress meeting and coordinate between project stakeholders and project deliverer / implementer.

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D.G.KOM SDN BHD, USJ Subang Jaya, Selangor

– Account Manager

Industry Segment : System Integrator and IT Project Consultancy

March 2002 – October 2007

Job Summary

Responsible in developing and managing sales cycles like sales forecast, opportunity management, proposal submission, closing deals, project delivery and delivery forecast of the designated account. Main clientele assigned on government ministries and agencies are Ministry of Home Affairs (PDRM, Immigration Department and Prison Department), Ministry of Higher Education (UUM, UTM, USIM, UiTM) and Malaysian Administrative Modernization & Management Planning Unit (MAMPU).

Primary Responsibilities

- Manage sales cycle of the government accounts through tender procurement activities
- Dealing with technology principal partner such as Microsoft, IBM, HP, DELL, Lenovo, EMC, Cisco, Symantec, Trend Micro, VMware, Barracuda and etc with the objective of educating the targeted clientele.
- Conduct and manage pre-sales technical requirement studies and penetration-test on client's IT infrastructure and security environment of the Datacenter and Disaster Recovery Plan for opportunity analysis
- Manage sales cycle process of opportunity qualification, funnel management, proposal creation, proposal financial costing and develop closing deals strategy
- Develop value creation into business communication between the clienteles and business partners i.e.; technology principal, distributors and dealers

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NEW HORIZONS COMPUTER LEARNING CENTRE, Kuala Lumpur, Malaysia

– Marketing Executive

Industry Segment : IT Technical Training Services & Support

July 2000 – January 2002

Job Summary

Responsible in formulating, planning, developing and managing marketing activities for IT training segment to corporate and government clientele. Involved in collaboration of IT professional training within the principals such as Microsoft, IBM, Novell, Cisco, Citrix, Adobe, CompTIA, VUE etc.

Primary Responsibilities

- Conceive and develop efficient and intuitive marketing strategies to targeted audiences
- Organize and oversee advertising and communication campaigns, exhibitions and promotional events. Initiate and control surveys to assess client's requirements and satisfactions
- Maintain and formulate business relationships with IT training principals & partners

PARKSON GRAND, SUBANG PARADE MALL

Subang Jaya, Selangor – Visual Merchandising Designer (*Part-time*)

Industry Segment : Retail Visual Merchandise Arts & Interior Design

June 1999 – January 2000

Job Summary

Create and provide imaginative, eye-catching displays using visual and graphic elements of goods inside the mall area with the aim to attract attention of customers that encourages them to buy.

Primary Responsibilities

- Coming up with design display ideas, images and graphics incorporating products and sales promotion of the day. Sketching designs and developing floor plans, making the most of the space available for product displays and promotion
- Working in team for the design and marketing execs to develop seasonal festive themes and special promotion to the mall.

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EDUCATION

- Degree in Business Management. Graduated in June 1999 – Land & General Twintech Institute of Technology, Kuala Lumpur. (Twinning program with University of West England (UWE), Bristol, U.K)
- Cambridge A-Level ; May 1995 – Taylor’s College, Subang Jaya.
- Sijil Pelajaran Malaysia (SPM) Year 1994 – Sekolah Menengah Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor

HOBBIES AND INTERESTS

Movies, Travelling, Camping, Jungle Trekking, Cycling & Football

JOB PREFERENCES

Willing to travel – Yes

Willing to relocate – Yes

Posses own transport – Yes

REFERENCES

Mr. Mohamad Yazid bin Mustafa

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