



FIRDAUS KUHAN NADARAJAH

Contact

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Languages

- English
- Bahasa Malaysia
- Tamil

Soft Skills

- Leadership -> Guiding
- Communication -> Dialogue
- Team player -> Collaborator
- Critical thinking -> Analytical reasoning
- Problem solving -> Troubleshooting
- Time management -> Schedule optimization

Summary

High-performing IT sales and business development strategist with a proven track record of driving growth and profitability in dynamic technological environments. Skilled in transforming underperforming territories into lucrative ventures and identifying unique business opportunities. Well-connected industry veteran with expertise in managing complex product portfolios, including Cloud Computing, IoT, Cybersecurity, and Next-Generation Networks. Natural leader with a talent for inspiring and mentoring teams to exceed objectives and deliver exceptional results.

Employment Experience

N'osairis Technology Solutions Sdn. / Sept 2022- Present **Head Of Sales – Business Strategy & Business Development.**

- Restructure and revitalize the sales team.
- Establish satellite offices in Sabah and Sarawak, with experienced sales managers.
- Implement a comprehensive sales process to streamline operations and maximize efficiency.
- Identify and pursue new business opportunities across diverse industries, and facilitate relationship-building with key stakeholders in the utilities, vertical, and GLC markets.
- Expand market penetration by establishing a strong presence in Sabah Electric and Sarawak Energy.
- Foster and strengthen business relationships with TNB from the C Level, Management and Working Level in ensuring continued success and growth.

Mesiniaga Berhad. / August 2021 – August 2022

Sales Manager – Business Strategy & Business Development

- Worked collaboratively with key stakeholders in the Enterprise Market to strengthen business relationships and identify new opportunities. Utilized a deep understanding of industry trends and emerging technologies to develop and execute innovative strategies that drive growth and profitability.
- Lead a team of highly skilled Account Managers and Sales Architects, providing guidance and support to ensure the achievement of key performance metrics.
- Identified and pursued new business opportunities from other industries, leveraging extensive knowledge of complex product portfolios.
- Drove revenue growth and market share expansion by developing new business relationships and forging strategic partnerships.
- Promoted and marketed Mesiniaga solutions through targeted initiatives and campaigns, leveraging a vast network of industry contacts and professional relationships.
- Collaborated with partners to drive the adoption of Mesiniaga solutions and ensure customer satisfaction.

Expertise

- Business Development
- Managing Client Relationships
- Planning Strategically
- Managing Accounts
- Overseeing Projects
- Providing ICT solutions
- Identifying and Resolving Issues
- Managing Events
- Marketing Products
- Utilizing Social Media for Marketing
- Conducting Online Marketing
- Expanding Networks
- Negotiating Deals

Product Portfolio

- Cloud Computing
- AI Enabled Service Operations
- SD-WAN
- Next Generation-DC, VPN, VOIP, WIFI
- Servers, Switches & Routers
- IPVPN
- Metro-E Solutions
- International Private Leased Lines (IPLC)
- Disaster Recovery Centre Solutions
- ISDN PRI (E1) & BRI
- VSAT
- High Speed & Broadband Internet
- Hyperband Leased Lines
- International & National Toll-Free
- Data Centre Solutions
- Call Centre Solutions
- DWDM Solutions
- Telco Submarine Cables & Solution
- IOT Solutions
- Cybersecurity Solutions

ZTE Corporation Malaysia Sdn. Bhd. / April 2020- June 2021

Account Director – Enterprise Sales Division

- Utilized expertise in IT Business Development to establish and strengthen relationships with the Enterprise Market, identifying and pursuing new opportunities.
- Penetrated the TNB Account and generate fresh leads to drive revenue growth.
- Explored new business ventures across various industries, leveraging existing connections to establish business relationships and create new opportunities in both the Government and Corporate sectors.
- Promoted the ZTE brand and solutions through developing and expanding partnerships with new and existing clients.
- Collaborated with management and applied strategic thinking to devise innovative action plans that aligned with business goals, ultimately driving long-term success.

Huawei Technologies (M) Sdn. Bhd./ Dec 2008 till July 2019

Senior Account Manager

- Managed the TNB Nationwide Corporate Account, fostering strong relationships with decision-makers at all levels of the organization.
- Provided TNB-IT with teleprotection equipment, conducting successful GPON POCs, and adding Huawei's AR550 product to TNB-IT's buying list.
- Played a significant role in securing the ALTEL 4G and MYTV DTT Projects worth RM120 million and RM320 million, respectively, thanks to my strong relationships with key C level stakeholders.
- Huawei was appointed as the total SI for the MYTV project, which is a National Project.
- Consistently exceeded the sales targets and drive business growth.

Telekom Malaysia Bhd / Aug 2002 – Nov 2008

- Managed TNB telecommunication needs and provided prompt assistance during downtime.
- Liaison between Telekom Malaysia Berhad and Tenaga Nasional Berhad, ensuring clear communication of requirements.
- Billing and payments are monitored accurately and disputes are handled professionally.
- Various reports, including billing, usage, and performance reports, are provided to keep customers informed.
- Managed all 4 TNB call centers, guaranteeing efficient operations and excellent customer service.
- Developed corporate account relationships for accounts representing current sales >RM 5 Mn and > 8 Mn in potential.
- Developed and implemented sales strategies for selected accounts and proposed & closed any sales opportunities.

Trainings

- Account Line Professional (Huawei University)
- Ip Network Sales Specialist (Huawei Specialist Certification)
- Data Products & Sales Training (Telekom Malaysia Berhad)
- System Aduan Pelanggan SMART 2 (Telekom Malaysia Berhad)
- The Art Of Selling (Telekom Malaysia Berhad)
- Effective Personal Productivity EPP (Telekom Malaysia Berhad)
- Team Dynamics & Self Fortitude (Telekom Malaysia Berhad)
- Emotional Intelligence (Telekom Malaysia Berhad)
- Sales & Collection TM Retail (Telekom Malaysia Berhad)

Berita Publishing Sdn. Bhd April 2001- July 2002

Marketing Executive

- Facilitating the sale of advertising space in our esteemed local business magazine, Malaysian Business, is one of our top priorities.
- Assist the local businesses in reaching out to potential customers and business opportunities through effective advertisement placement.
- Coordinating promotional activities for all publications under Berita publishing, including Her World, Jelita, Anjung Seri, I Remaja, and more, is an essential part of our services.
- Presented proposals for supplements that can be incorporated into Malaysian Business, thus increasing revenue through advertisements and write-ups.
- Devised comprehensive strategies for boosting advertisement sales for Malaysian Business, recognizing the unique challenges of selling advertisement pages in a business magazine compared to a lifestyle magazine.

Achievements

- Managed the installation of RM1 million worth of high technology equipment at KLSE's premises for communication services.
- Increased KLSE's revenue contribution to TM by RM2 million per annum for voice and data services, reaching RM4.5 million in six months.
- Secured a sale of RM1 million for TMGIS from TNB and additional sales of RM1.5 million for voice and data services in the first half of 2005.
- Awarded "Best Sales Performance for 2003" by Telekom Malaysia Berhad.
- Secured a sale of TNB's new Call Centre Solution worth RM4.4 million (TNB 15454).
- Collected all bad debts from TNB worth RM15 million in 2006.
- Cleared KLSE's long overdue amount of RM20 million owed to Telekom Malaysia in 2003.
- Won a Huawei Internal Award for eliminating necessary competition in the customer group
- Awarded the GPON Project from TT dotCom Sdn. Bhd worth RM4.5 million for Huawei
- Collected RM3.5 million outstanding since 2004 from TT dotCom Sdn. Bhd for Huawei.
- Assisted TIME to be the first to commercially roll out HighSpeed Broadband.
- Conducted an excellent Proof of Concept for Puncak Semangat (4G LTE) and was ranked the number 1 vendor.
- Received a letter of recognition for the excellent job during the Proof of Concept and support rendered for the 4G LTE Proof Of Concept for Puncak Semangat.
- Secured the awarding of the 4G LTE project from Puncak Semangat/ALTEL worth RM120 million.
- Huawei was awarded the MYTV DTT Project worth RM318 million in April 2015.

Qualifications

- University of Abertay Dundee, Scotland
- **B A (Honors) in Marketing**
- Certificate in Marketing
- Upper Advanced English Language

- TNB DSR Maintenance Contract worth RM20 million
- Assisted in closing the Supply Contract of DSR for 2023 worth RM3.5 million
- Closed Managed Services Sales for JCORP worth RM2.2 million.
- JLand Managed Services Sales RM 700K.

References

Name	:	YB, Datuk Fazil Bin Ibrahim
Telephone No	:	0193180571
Position	:	Former GCIO
Company	:	Tenaga Nasional Bhd.
Relationship	:	Customer/Technology partner
Name	:	YB. Dato Lim Edin Nom
Telephone No	:	019-3186868
Position	:	Group Special Adviser
Company	:	AL-Bukhary Group
Relationship	:	Customer/Technology partner
Name	:	Dr. Pavala Malar Kannan
Telephone No	:	013-2912208
Position	:	General Manager, Integrated Operations
Company	:	TNB ICT Division, TNB
Relationship	:	Customer/Technology partner