

Adam Shamsudin

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SUMMARY

Experienced professional with over 22 years of expertise in key business functions, dedicated to driving new business growth and ensuring exceptional customer satisfaction. Specialized in Enterprise and Telecommunications markets, with extensive knowledge and hands-on experience in Cloud, Network Security, and Digital Transformation.

EXPERIENCE

Account Manager, Telco

Cisco

October 2019 - April 2023, Kuala Lumpur

- Managing major accounts - Telekom Malaysia, Maxis, and Celcom. Built strong customer rapport by providing existing and new customers with value-added services, best practices and consulted over product design and functionality.
- Managed a strong relationship with the Executives and established a reliable support system with respective Stakeholders while ensuring customer receives the best possible service.
- Achieved 100% (USD4.2 Mil) of individual sales target in the first year of being in the team - FY20. Secured a SaaS contract worth USD500k within 6 months of uncovering the opportunity via POV.

Senior Manager, Enterprise

Tata Communications

June 2018 - October 2019, Kuala Lumpur

- Tata Communications a leading global digital ecosystem enabler providing secure connected digital experiences through its international internet connectivity.
- Effectively managed country's Key Accounts - AirAsia, Jotun, Petronas, MAHB that brings a total of USD1.2Mil worth of contract value annually.
- Utilized solution selling techniques to maximize business relationships and opportunities.
- Focusing on XaaS platform and connectivity solutions e.g SD-WAN, IP-VPN, Internet etc.

Head of Business Development, Cloud & DC

Time Dot Com

July 2017 - June 2018, Kuala Lumpur

- Responsible for driving the business of RM30Mil worth of revenue by supporting the Account team through commercial and technical relationship with end users and resellers.
- Plan and execute with Alibaba Cloud in building-up the pipeline for RM4Mil GAAP.
- Focused on increasing Company's revenue in every Enterprise Accounts by engaging customers through consultative selling to ensure proposed solutions aligned with the business requirements. Create stickiness in those Accounts by encapsulating Managed Services over every product and solution.

Territory Manager, Public & GLC

Veeam Software

August 2016 - July 2017, Kuala Lumpur

- As a new startup territory and grew USD 2.5 Million worth of pipelines within 6 months. Prospected and cold-called to new customer base. Organized and executed area sales blitz's along with incentives and referral programs for prospect and existing customers.
- Strategically drive the business towards the budgeted company revenue of USD 4 Million. Review and tests new approaches to improve sales and market opportunities for Data Protection technologies used in major corporations and multinationals.
- Realign channels and distributors to fully support the company's GTM towards achieving the desired corporate goal.

Enterprise Sales Manager, Public & GLC

NetApp

May 2008 - February 2016, Kuala Lumpur

- Contributing 20% YoY growth for Public Sector business in NetApp and 250% revenue growth success from FY2010 to FY2012. Overachieved AOP by 150% in 2013.
 - Major deals include MAMPU PDSA Government Cloud (USD800,000), Arkib Negara DC Archival Project (USD1Million), Telekom Malaysia iGRID Cloud (USD2Million).
 - Spearheaded Cloud Partner program for the country. Responsible for product management to support nationwide sales teams by building strategic relationships with technology partners, channel sales teams and field engineers.
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EDUCATION

Master of Science in IT Management

Universiti Teknologi Malaysia • 2005