

Mohd Asrul Muhamad Zin

Senior Sales Manager

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PROFILE

Passionate and results-driven IT Professional with a successful track record in driving revenue growth and market penetration within the Government, GLC, and SME sectors. Adept at developing and executing business strategies, building strong partner relationships, and delivering practical solutions through cross-group collaboration. Seeking to leverage my extensive sales experience and technical expertise to contribute significantly to an organization's success

EXPERIENCE

ORACLE MALAYSIA

Senior Sales Manager

Kuala Lumpur

Nov 2018 – Present

As a sales manager, success would be measured by your ability to drive revenue growth, build strong customer relationships, and lead your team to achieve outstanding results.

ACHIEVEMENTS + HIGHLIGHTS

- Revenue Generation:** Meeting and exceeding revenue targets for the assigned market segment, such as the Government and GLC sector. This involves effectively managing the sales pipeline, closing deals, and driving sales performance.
- Market Penetration:** Increasing market share and awareness of Oracle products and solutions within the targeted industries or segments. This may involve identifying new business opportunities, expanding customer reach, and capturing a larger share of the market.
- Customer Acquisition and Retention:** Acquiring new customers and expanding the customer base while ensuring customer satisfaction and retention.

Building strong relationships with key decision-makers in client organizations is crucial for long-term success.

4. **Partner Enablement and Management:** Recruiting and enabling partners to drive sales growth, expand reach, and enhance the overall customer experience. Collaborating with partners effectively to create a robust sales ecosystem is essential.
5. **Sales Pipeline Management:** Effectively managing the sales pipeline and ensuring it is filled with qualified opportunities. Tracking leads, forecasting accurately, and providing regular updates to higher management on pipeline progress.
6. **Team Performance:** Leading and managing a sales team to achieve their individual and collective targets. Motivating and guiding the team to perform at their best and providing necessary support and resources.
7. **Customer Relationship Management:** Cultivating strong relationships with customers and key stakeholders. Understanding their business needs, challenges, and goals to provide tailored solutions and deliver value.
8. **Competitor Analysis:** Staying informed about competitors' offerings, strengths, and weaknesses. Leveraging this information to position Oracle's products and services effectively and highlight unique value propositions.
9. **Strategic Planning and Execution:** Developing and executing sales strategies and go-to-market plans to capitalize on market opportunities effectively. Aligning sales efforts with the company's overall business objectives.
10. **Reporting and Analytics:** Providing accurate and timely sales reports and analytics to track performance, identify trends, and make data-driven decisions for continuous improvement

NUTANIX MALAYSIA

Territory Manager

Kuala Lumpur

Nov 2017 – Nov 2018

- Lead efforts in developing and managing the government market, achieving higher market share and visibility in the GLC and government sectors.
 - Drive partner recruitment and enablement initiatives to accelerate sales pipeline growth.
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LENOVO DATA CENTRE GROUP
ASEAN Sales Specialist HCI and Cloud
Kuala Lumpur
Oct 2016 – Oct 2017

- Spearheaded market share expansion in the Hyper-Converged Infrastructure (HCI) and Cloud domains for Lenovo DCG ASEAN.
- Successfully planned and executed go-to-market strategies for field sales and channel partners.
- Collaborated closely with alliance partners Nutanix, VMware, Microsoft, and Veeam to drive business growth.

VEEAM SOFTWARE
Territory Manager
Kuala Lumpur
Sept 2015 – Oct 2016

- Demonstrated exceptional sales performance, resulting in a 26% revenue increase within two months of managing a larger territory.
- Secured profitable service contracts through persistent follow-up and customer relationship management.
- Earned recognition for commitment to success and willingness to relocate for career improvement.

SYMANTEC/VERITAS
Sales Manager
Kuala Lumpur
July 2008 – August 2015

Successfully built strong customer relationships and provided technology solutions tailored to their IT infrastructure and core business processes.

- Effectively communicated and gained the trust of key stakeholders, C-Level executives, and decision-makers.
 - Consistently met sales quotas and reported progress to higher management, providing accurate forecasts.
 - Collaborated with services and marketing teams to develop effective account management strategist
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BT FRONTLINE**Sales Manager Telecommunication****Kuala Lumpur****July 2005 – August 2008**

- Led sales efforts in selling SUN Microsystems products and services to the telecommunication sector, managing distribution partners' activities in the assigned region.
 - Exceeded quarterly and annual sales objectives through strategic partnerships and effective sales channel management.
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EDS (M) SDN BHD**Account Manager****Kuala Lumpur****July 2003 – July 2005**

- Led sales efforts in selling SUN Microsystems products and services to the telecommunication sector, managing distribution partners' activities in the assigned region.
 - Exceeded quarterly and annual sales objectives through strategic partnerships and effective sales channel management.
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EDUCATION

DIPLOMA IN INFORMATION TECHNOLOGY

Institute Technology Tun Abd Razak // Kuala Lumpur // 2001

Diploma Of IT 2001

SKILLS +
INTERESTS

- Business Strategy and Execution
- Market Penetration and Market Awareness
 - Partner Recruitment and Enablement
 - Cross-Group Collaboration
 - Leadership and Sales Management
 - Customer Relationship Management
 - Go-to-Market Strategies
 - Technical Expertise in HCI and Cloud Solutions