



Swafeeullah Bin Abu Bakar

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RESUME SUMMARY

Highest Education : Bachelor of Computer Science / Information Technology
Years of Experience : 16 years of experience in Public Sector sales with focus in Ministry of International Trade and Industry, Ministry of Health, Ministry of Human Resources, Employees Provident Fund.

CAREER OBJECTIVE

Strive to excel in sales / business development in a dynamic, forward-thinking company. Grow accounts / assign territories and gain knowledge in new technologies and IT solutions. Achieve assign sales target as per to the organization's expectation.

EXPERIENCE

1. VDart Malaysia (June 2023 – Present)

Sales Manager : Digital Services / Talent Management

- Plan and carry out sales activities to ensure that the targets are met.
- Ensure that adequate and proper sales qualifications are performed on all opportunities.
- Develop a sales team and lead members while driving client engagements.
- Assist with company marketing, promotional efforts and exhibitions.

2. Sri Infosys Malaysia (July 2022 – May 2023)

Senior Business Development Manager : ERP Services / IT Recruitment / RPA and OEE

- Strategize and implement sales engagement across all segments and focus verticals.
- Create and maintain relation with clients from C level to individual team.
- Develop a sales team and lead members while driving engagement across segments.
- Drive growth accordance to target and forecast while maintaining profitability.

3. Crayon Malaysia (Jan 2022 – June 2022)

Management realigns to discontinue engagement in Govt after April's 2022 MyDigital launch.

Account Director : Software License / Services / Cloud Economics / Cloud Security

- Stay updated on company's strategies.
- Identify and work within the digitalization and cloud framework with multiple ministries.
- Position as cloud advisory to MAMPU prior to MyDigital announcement.
- Understand and execute on the local break down of sales -, go-to-market & customer retention strategies.
- Engaged and positioning key partners/drivers in the market (Competitors, Partners, Customers Public/Private).

4. Mesiniaga Berhad (March 2018 – August 2018)

Business Development Associate (Contractual) : Maintenance Agreement / Manage Services

- Identify and qualify RM 6 mill new sales opportunities for MA/MS requirement.
- To help renewal business and pursue potential new sales in Public Sector.
- Work with the Sales team for proposal submission and new opportunities under service delivery division.

5. Springlab Distribution Sdn Bhd (June 2015 - November 2015)

Business Development Manager : Server and Computing / Storage / Network

Government Sector Sales and SI Sales

- Manage assigned accounts and develop new opportunities with partners.
- Achieve the sales, revenue and profitability targets within assigned portfolio.
- Conduct product and tech presentation and help manage events to create awareness and maintain recurring business.

6. Edaran Berhad (February 2014 - April 2014)

Strategic Account Manager : IT Solutions

Government Sector Sales

- Devise and develop marketing and sales strategies, ensure proper execution and implementation of marketing / sales plan within assigned accounts.

7. Strateq (March 2013 - September 2013)

Senior Account Manager : IT Solutions and System Maintenance

Government Sector Sales / Education

- Strategize new areas of business by exploring the opportunities and help management forecast the business potential.
- Maintain close business relationship with existing clients and new prospects in the government sector.
- Liaise with internal and external stakeholders to ensure success of the bid.

8. Mesiniaga Berhad (June 2009 – April 2012)

Account Manager : IT Solutions / Software / Network and Datacenter / Servers
Public Sector Sales

- Manage assigned accounts, identify new leads, up sell from previous closed opportunities.
- Oversee the fulfillment process, work with project team to ensure prompt delivery and successful implementation of services / projects.
- Build close relationship, gather customer feedback and cover all levels within the customer's organization.
- Work with various groups e.g. solution architects, solutions consultants, and project managers to position accurate proposals and business solutions of greatest value.

9. Cyberplus Sdn Bhd (September 2007 - September 2008)

Digital Media and Publication Manager : Marketing / Business Development

- In charge of overall company sales and marketing activities. Other responsibilities include business development that consists of identifying new advertising locations for expansion, creating new packages to entice clients and servicing existing clients. Work closely with government agencies in matters of licensing and regulatory issues.

10. Gatelink Communication Sdn Bhd (November 2004 - August 2007)

Corporate Account Manager : Corporate / Enterprise

- Conceptualize, develop, and execute sales and marketing plan of IP telephony products, services and solutions.

Facilitate strategic partners' resources to assist in the sales process.

11. British American Tobacco (October 2003 - September 2004)

Consumer Marketing Executive : Marketing / Customer Retention

- Work in accordance with prescribed brand guidelines and execute brand marketing plan.
- Report on consumer trend and competitors marketing activities.

EDUCATION

Graduation Year: 2008

Bachelor of Computer Science / Information Technology

Robert Gordon University, United Kingdom

Graduation Year: 2003

Diploma in Information Technology

Sunway University College, Malaysia

PERSONAL PARTICULARS

Date of Birth: 19 December 1981

Nationality: Malaysian

Languages Spoken: English, Malay, Cantonese, Mandarin

PROFILE

- Outcome driven, go getter with high individual and career goals.
- Excellent interpersonal skills with people from all levels of management / organization.
- Posses lots of initiative / ideas, self-motivation with an objective and result-driven mindset.
- Innovative, analytical, excellent communication and writing skills.

REFEREES

Nordin Mat Isa (Director, Mesiniaga Berhad).
6019 3248216.

Remyizam Mahathir (Sales Director of Govt and Telco Sales, Mesiniaga Berhad).
6012 2862355.