

ABDUL HALEEM

Kuala Lumpur, Malaysia.

Mobile Phone: +6012-3782747 || Email ID: abdulhaleem@gmail.com

[LinkedIn](#)

Nationality: Malaysian || Date of Birth: 08-Nov-1979

PROFESSIONAL PROFILE

- Proven Sales Leader, playing a role as an enabler towards building high-growth business and high performing teams.
- Two decades of experience across Legacy Broadcast Systems, OTT, Video Streaming and (TMT) Technology, Media and Telecommunication domain.
- Leadership across sales, business development, key account management and strategic partnership with broad exposure across APAC.
- Proven ability to adapt to different company cultures, business models & markets dynamics.
- Pay high attention to building funnel, bid management and financial forecasting.
- Experience with diverse direct & indirect go to market strategies including E2E prime contracting, turnkey, advisory and scouting & developing local and regional channel partners.
- Proven track record of negotiating and winning large, complex deals anchored to technology and forming key partnerships with key local service providers across the media & telecoms ecosystem. Retains a strong grasp of the style, approach and thinking required to thrive in Asia Pacific, helping to develop customers and local talent.
- An avid networker with strategic mindset on value positioning, strategic mid and long-term planning and execution, technology disruption, participation on due diligence and M&A processes.
- I am currently pursuing my MBA (International Business) at Strathclyde University.

AREAS of COMPETENCY & SPEACIALITIES

GTM Strategy, Sales Management, Complex Sales, Consultative Selling, Direct & Channel Sales, Business Development, Complex Contractual Negotiation, Business Case Modelling, Key Account Management, Partner Management, Direct Management of Multi-Ethnic/Multi-Cultural and Multi-Site teams across the globe. Selling End-to-End Solutions and structuring Prime SI Deals.

PROFESSIONAL EXPERIENCE

Head, Business Development – APAC, Accedo 1st May 2022 – Present

- As a player & a coach I take pride in leading and mentoring a group of Sales Directors, Account Managers as well as the Customer Success Team.
- Key responsibilities include all new business development, key account management, partnership, growth marketing, sales operation and customer success.
- Managing multi-threaded, multi-stakeholder engagements across CXOs execs, Product, Business/P&L, Technology/Engineering and Marketing teams to achieve commercial objectives.
- Responsible for selecting talent, development of the team, and driving a positive and collaborative culture that values teamwork and results.

Head, Strategic Account Management - APAC, Accedo 1st May 2019 – 30th April 2022.

- Ownership of all the key and strategic accounts across APAC, which contribute more than 60% of regional revenue.
- Lead a team of key account managers and directors in charge of key account retention and upselling.
- KPI focusing on customer retention, diversifying revenue streams within key accounts, and extending customer longevity.
- Own, manage, deliver, and be accountable for the P&L of a multimillion-dollar portfolio across Asia Pacific

Sales & BD Director Asia, ACCEDO – 1st September 2016 – 30th April 2019.

- Upon taking up this role, I inherited account management for the largest tier-1 account in terms of revenue and size of delivery for the company. Succeeded in farming this account and generated additional revenue and was able to retain the client for a much longer period than expected.
- Lead the business development team to hunt, cultivate, bid, and structure the prime SI deal for the largest telco in the SEA region. successfully negotiated a complex multi-year engagement and turned this account into a multi-million-dollar account within a year.
- Developed a consulting unit within the Sales Organization and strategized a GTM to build funnels and establish relationships with prime targets within the region.
- In charge of and leading the Sales & Pre-Sales team in Asia for bidding, account management, and developing new sales opportunities.

Regional Sales Manager (SEA), ERICSSON – 1st August 2015 – 31st August 2016.

- My first full fledged Sales role. Responsible for Account Management, build and develop new sales opportunity for Malaysia, Indonesia, Thailand and Philippines.
- X Million Dollar Target for the financial year to be achieved from Ericsson wide range and comprehensive TV & Media products and solutions.
- Closed 'Box' sales worth more than 100K USD in my first 3 months in the role.
- Penetrate and establish relationships with C-Suite Executives for new key target accounts.
- Strategize, Plan and Execute 'Go to Market' – both traditional and vertical market segments.

Regional Pre-Sales Manager (SEA), ATEME - 1st January 2014 – 31st July 2015

- Headhunted to be part of APAC Executive Team to support ATEME's expansion into Asia.
- Lead group of 3 Pre-Sales Engineers across the region and setup new full-fledged office, complete with Service Desk and Test Lab in Singapore.
- The primary role is to support day to day business activities across SEA to build brand awareness and break into Tier 1 and 2 accounts for medium scale system opportunities.
- Become ATEME's brand Ambassador here in SEA by taking up speaking slots in Major Trade Shows and Conferences. Delivered a keynote on HEVC during Broadcast Asia 2015.
- Improved Y2Y Revenue numbers for APAC and closed multiple deals worth half a million dollars within my 1st year.

Previous Engineering & Project Management Roles.

Sr. Senior Engineer, NDS/CISCO – 1st January 2012 – 31st December 2013

Service Engineer, NDS – 1st January 2010 – 31st December 2011

DVB SI Project Manager, Orbit Communication – 1st January 2009 – 31st December 2009

SERVICE & SLA Manager, Thomson – 1st December 2005 – 31st December 2008

Sr. BROADCAST Engineer, MiTV – 1st July 2005 – 30th November 2005

BROADCAST Engineer, Business Bytes Network – 1st January 2003 – 30th June 2005

ACADEMIC QUALIFICATION

Master of Business Administration (International Business)

Strathclyde University, Scotland – Expected to complete in March 2025.

BACHELOR OF SCIENCE (H) COMPUTER SYSTEM ENGINEERING

THE NOTTINGHAM TRENT UNIVERSITY, UNITED KINGDOM – Completed in 2002

LANGUAGES

Exceptional oral and writing in **English** and **Bahasa Melayu**

Good oral communication using **Tamil** and **Bahasa Indonesia**

A good translator - *English to Malay and vice versa*

AVAILABILITY

2 Months' Notice

REFERENCE

Available Upon Request