

Suhail Ayob Rassool

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Innovative and driven senior business professional and sales leader with broad experience guiding key accounts and building business networks. Keen business intelligence with an intimate knowledge of the African market and culture backed by a strong personal connection with Africa. Exceptional communication, interpersonal, and presentation skills to build team cohesion, collaborate with clients, implement a value-driven market approach, and forge ties through customer engagement.

- Strategic Sales Management
- Business Planning & Requirements
- Project Management
- Territory Management
- Business Development
- Contracts & Negotiations
- Buying & Procurement
- Data Collection & Analysis
- Client Relationship Management
- Strategic Marketing
- Financial Management
- Channel Strategies

PROFESSIONAL EXPERIENCE

DASSAULT SYSTEMES – EUROWEST, Johannesburg, South Africa

Dec 2017 – Dec 2019

Executive Solution Sales Manager

- Advised and influenced C-suite clients, key stakeholders, and business partners to develop and implement the Africa Channel Strategy, define channel goals, and manage direct and indirect plans.
- Successfully directed and mentored a team of inside sales representatives and technical support engineers. Focused the team on existing and new targets to bolster revenue.
- Surpassed the revenue plan of €1.2M and sold enterprise software solutions to large organizations, with contracts averaging €300K.
- Accelerated the adoption and implementation of the proprietary enterprise platform into key accounts and large, complex organisations to achieve the revenue plan of €1.2M.
- Directed RFP's and legal requirements, handled the sales process, managed pipeline, and administered CRM to ensure end-to-end focus on outcome strategy using Salesforce, SAP CRM and SAP Ariba.
- Achievement in developing robust strategic alliances with key global EPC companies including Anglo American, AECOM, and GLENCORE.
- Established and managed all aspects of programs including go-to-market strategies, trade shows, industry events and campaigns.
- Evaluated the Service Level Agreements model to track deliverables and ensure quality management of solutions.
- Endorsed commercial value and built strategic vision by fostering business discipline to drive customer commitment on a long-term business transformation.
- Defined metrics and key performance indicators to monitor progress in line with RFP , value engagement deployment and customer service.
- Generated growth in priority areas according to the Sales Initiatives plan and broadened contacts in other verticals beyond primary scope of brand disciplines and industry segments.
- Boosted pipeline to 4x quota and delivered an accurate forecast across four rolling quarters to reach business objectives and execute programs to close deals.

AUTODESK INC - MEA, Johannesburg, South Africa

Feb 2016 – Nov 2017

Territory Sales Executive Manager

- Led the commercial team of six to execute a structured strategy and comprehensive global sales ecosystem to consult C-suite executives and teams to optimize IoT business strategies and models.
- Accelerated the adoption of the proprietary enterprise platform into key accounts and large, complex organisations to achieve the revenue plan of \$1.2M.
- Evaluated business plans, customer profile, value messaging and key steps using Salesforce and CRM for each named account to execute the account plans. Managed expectations through the entire sales process.
- Collaborated with 11 channel partners in South Africa to understand their business goals and creatively adopt programs to increase revenue and expand business networks.

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- Conducted face-to-face integration at each customer location to drive business development, prospecting, and specifications through contract negotiations, signing and post-sales support.
- Collected and evaluated data to deliver accurate weekly, monthly and quarterly forecasts and reports to sustain effective pipeline management.
- Worked closely with the Product and Strategic Marketing teams to identify product strengths and potential areas for improvement.
- Aligned with channel partners and distribution networks to encourage customers within specific areas and achieve assigned objectives.
- Acted as liaison between the distributor and businesses to facilitate effective two-way communications.
- Hosted and managed the logistics of periodic regional sales meetings to bring all teams together.

BENTLEY SYSTEMS - MEA, Johannesburg, South Africa

March 2011 – Jan 2016

Industry Sales Manager

- Owned quarterly sales results with two Sales Managers and six team members to close enterprise deals and establish quotas of 4x pipeline and sales goals for upcoming quarters.
- Collaborated with OEMs to create sales and marketing plans while coordinating marketing efforts to optimize materials and global resources.
- Trained and supported the channel directly or using company resources in product training, sales training, account development, presentation skills, seminar activity, marketing plans and proposal development.
- Presented contracts to clients, managed change orders, generated purchase orders and tracked contractual agreements to ensure compliance.
- Worked closely with the Legal team to negotiate custom changes and ensure customers met contract terms. Terminated contracts when necessary.
- Facilitated the transfer of product and marketing information to all channel partners and trained key stakeholders on vertical products, services and strategies.
- Evaluated markets and competitors to deliver industry information to and advise the business unit.
- Developed sales and marketing plans, promoted the vertical product line and launched new products with resellers across the territory.
- Drove both direct and indirect sales opportunities in collaboration with internal sales teams and channel partners to bolster and maintain pipeline opportunities.

TRIMBLE SA - RSA, Pretoria, South Africa

Oct 2009 – Feb 2011

Senior Account Manager

- Improved business intelligence and strengthened relationships within key accounts to increase revenue, and support business objectives backed by analysis, marketing and technical support.
- Evaluated requirements and analysis models using use cases and demonstrations to achieve management information goals for large global clients.
- Established strategic relationships at the Vice President and C-suite levels to implement robust business strategies and achieve account goals.

Additional Professional Experience:

Professional Land Surveyor / Professional Engineer, MHP Geomatics, Durban, South Africa

Professional Land Surveyor / Professional Engineer, Water Affairs & Forestry Department, Pretoria, South Africa

EDUCATION & CREDENTIALS

Bachelor of Science in Civil Engineering & Land Survey (Hons), The University of Kwazulu Natal, Durban

Business Management Certificate, The University of Kwazulu Natal, Durban

SAGC – South African Geomatics Council for Professionals PrEng LS 1213