Christopher

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**Offering 30 years’ experience in B2B/B2C telecommunication sales**

Senior Profile – Product Sales & Marketing / Product Management

Multi-category product champion and marketing strategist with international experience in product marketing and sales, and track record of repeated success in accomplishing growth in revenue and market share. Extensively experienced in sales networking through direct and indirect channels, and development and launch of products to capture market opportunities. Awareness of ever evolving technologies and rapidly changing product trends and customer behavior to create new revenue streams. Excellent ability to build business partnerships on products and sales fronts, and sustain growth through proliferation of products & solutions and continual expansion of customer base. **Areas of Expertise include …….**

* Mktg. Strategy Planning
* Product & Solutions Mktg.
* Strategic Alliance Forging
* Channel Sales Management
* Forecasting & Budgeting
* Product Strategy Mgmt
* Portfolio Management
* Product Development/Launch
* Project Management
* Customer Support & CRM
* Key Accounts Management
* Team Building & Leadership

Professional Experience

**du (Emirates Integrated Telecommunications Company Oct 2006 onwards**

**Indirect Channel Partnership Sales Manager (since Feb 2007)**

Responsible for creating, managing and developing partnerships with indirect channel partners in order to drive the growth of mobile subscribers and Call Select business customers

Job Profile

* Establish Indirect/Reseller business via Systems Integrators and other resellers in line with the du Indirect Partnership Strategy
* Develop and execute revenue and product strategy to meet du (EITC) strategic business plan objectives
* Lead & negotiate individual tenders, and establish contractual agreements (Master Reseller Agreements) in line with du (EITC) strategic intent
* Develop & maintain an updated customer database to provide inputs to managers of sales activity & the status of an opportunity
* Develop individual sales plans with the partners for Call Select business and du Mobile ensuring details of the number of lines, and revenue by customer
* Prepare weekly and monthly reports detailing the progress achieved and highlight customer experience and issues
* Provide reporting on the win/loss status of sales pipeline and provide analysis for lost opportunities for remedial action
* Communicate won opportunities to relevant departments responsible for effectuating sales delivery
* Support the channel partner in the initial sales cycle to achieve the sales and ensure that the partners’ sales team could perform the sale and complete the required application form details
* Assist the Emirati Senior Line Manager and Director in all strategic work, reporting and the production of presentations to enable them to present to Senior Management

Achievements

* Won the Blackberry Sales Incentive twice for being top sales achiever (AED25,000 plus a trip to Blackberry World in the USA)
* Received a Shokran Award for outstanding efforts that sealed partnerships with Al Futtaim Technologies, Syscom, and Seven Seas
* Championed the sales training and provided the partner with a sales tool kit to be used and referenced on an on-going basis during the sales cycle
* Seconded to the Call Select business product development phase, assigned to ensure that key aspects of the product build were included for specific sales channels

**Product Manager – Mobile Devices & Content (Oct 2006 – Feb 2007)**

Responsible for creating the mobile service and enabling the provision of mobile handsets with associated value added services, enhancements and content for vertical markets

Achievements

* Established the mobile handsets solutions service during pre-launch stage enabling Du Enterprise to sell mobile handsets at product launch
* Delivered Enterprise Customer Care Training encompassing all aspects of the mobile handset portfolio
* Developed and implemented a mobile handset returns, repairs and SIM replacement system to support service continuity
* Created the service collateral including the mobile application form and mobile handset returns form including the mobile service terms and conditions
* Devised a system to support SIM Management, Mobile Handset/SIM/Accessories Forecasting and Procurement
* Delivered support and direction to the Business Centres project from a mobile technology perspective including the negotiation of 30 plasma screens free of charge as part of the overall sponsorship.
* Led and delivered strategic partnerships with HTC, Nokia, Samsung, Sony Ericsson, Axiom and Service City/Phone Care
* Provided thought leadership/knowledge transfer for all things mobile telecoms to a workforce where 65 per cent of the workforce had never worked in a technology environment previously

**Orange Personal Communication Services Ltd. Sep 2003 – Nov 2006**

**Product Marketing Manager – Category & Device Management**

Responsible forsourcing, selecting and delivering appropriate devices to support Business Solutions and Consumer markets, facilitating achievement of their connection, ARPU, revenue and EBITDA targets

Devices Handled

* PDAs/WDAs, Accessories, PC cards (data cards), BlackBerry, SPV and other specific terminals like Telemetry Modules or Fixed Wireless Terminals.

Achievement

* Developed relationships with Nokia, Sony Ericsson, Motorola, RIM, Samsung, Sagem, Palm, Option, Novatel, and Sierra Wireless

Previous Experience

* **Oct’02 – Sep’03 Business Manager INE Limited and The Wallbed Workshop**
* **Apr’02 – Oct’02 Product Manager – Interim Contract Orange Personal Communication Services**
* **Jul’00 – Jan’01 Product Marketing Manager – Customer Solutions Global TeleSystems UK Ltd.**
* Conceptualized and proposed customer solutions and led the project to success – including proposition description, pricing, marketing, marketing communications, billing and mediation, sales and customer service
* Solutions included basic telephony, audio conferencing, free phone numbers, LAN on Demand, and Shared Web Hosting
* **May’97 – Jul’00 European Product Marketing Manager MCI Worldcom Inc.**
* Developed and managed marketing strategy and 3 year marketing plan for the Value Added Voice services portfolio
* Positioned existing services in the market and drove global product management team towards new capability building
* **Jul’95 – May’97 Product Manager – Card Services Telia UK Ltd.**
* **Jan’92 – May’95 Product Marketing Manager Phonenames Ltd.**

Education

* **Post-graduate Diploma in Management Studies** (International Marketing. CNAA/Degree equivalent/Exemption from 1st year of MBA), Teesside Polytechnic/Business School (1987-1988)
* **Higher National Diploma in Business and Finance** (**with Distinction),** Nene College, Northampton (1985-1987)
* **7 ‘O’ Levels and 2 ‘A’-Levels; Business Studies and Geology,** Barrow-in-Furness Sixth Form College (1982-1985)

Personal Particulars

* **Date of Birth:** July 08, 1966
* **Full Name:** Christopher

***References available upon request***