JAMES BAHRI

Business Development Manager

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EXECUTIVE SUMMARY

- Enterprise IT Business Developer with over 15 years' experience in architecting and closing ERP solutions for Blue Chip multinational clients such as Petronas, Exxon Mobil, and BP [This opening line perfectly captures a strong summary. Citing key clients you've manged adds impact to your executive summary.]
- Highly driven go-getter. Exceeded sales targets for 5 consecutive years, with a proven track record of closing over USD 25 million worth of enterprise sales contracts in FY2015 [Career achievements like these, as well as the ones below, help to make your CV memorable.]
- Deep understanding of global business landscape with experience in selling to clients within oil & gas, automotive, and semiconductor industries.
- Analytic thinker with ability to craft strategies which have successfully penetrated new segments of the market across APAC, resulting in capture of new accounts worth over USD 100 million.
- People developer with track record for assembling and training high performance sales teams across 5 countries in Asia. Currently leading team of 25 staff spread across 8 offices.
- Excellent interpersonal skills towards building relationships at all organisational levels, qualified leader with several employer awards for outstanding performance.

KEY SKILLS

Enterprise Sales • New Business Growth • **ERP / SaaS Solutions** • Account Management • **Strategic Planning** • P&L Management • **Training & Recruitment** • Team Leadership

[Ensure the keywords here mirror those used in the job ad. The first round of vetting is often done by a software scanner. This section helps to pad the CV with key business development phrases necessary to get past those scanners.]

PROFESSIONAL EXPERIENCE

SENIOR BUSINESS DEVELOPMENT MANAGER **Jan 2012—Present**

SAP Software Solutions, Hong Kong

- Lead team of 25 associates to drive sales and marketing for SAP's suite of software solutions; specialise in solutions for clients within the oil & gas industry. In charge of overseeing accounts worth over USD 20 million in annual licensing revenue [The opening line captures all the reader needs to know about this role]
- Solely responsible for sales team P&L and strategy of regional office; conceptualise and implement winning strategies to unlock untapped potential and hit quarterly sales target valued at 5 million
- Establish contact with customers within and outside of Asia; understand local needs and suggest optimum product offerings, achieving above industry customer retention rates
- Conduct macro analysis to identify key untapped opportunities; analyse barriers to entry including competition analysis, tender requirements, equipment lifecycle times, and customer size for line of 6 unique software solutions targeted at oil and gas industry [These are the exact phrases used in the job advertisement we are applying for. The HR Executive reading your CV may not have an accounting background. Their understanding of the industry is limited. Ensure you use the language they're familiar with, such as the phrases used in the job advertisement.]
- Identify key partnerships and industry gatekeepers; negotiate partnerships to leverage on both parties' strengths; formulate strategies to align incentives and create win-win scenarios for all parties involved
- Support product road mapping and development pipeline; provide continuous inputs to product teams on market trends and customer feedback pertaining to product satisfaction as well as areas for improvement

Significant Achievements

- Single-handedly closed sales worth UD 25 million in FY2015; consistently achieved sales targets whilst ensuring sales costs and expenditures kept within stipulated budgets [Cite metrics to substantiate your achievements. Do, however, be aware of your company confidentiality clause.]
- Spearheaded launch of new ERP cloud products for oil & gas clients; mapped out market entry strategy and business case, identified key accounts, crafted branding and marketing campaign;; business revenues stand at a sustainable amount of USD 10 million today, with projected revenue of 15.5 million at the closing of this financial year
- Pivotal team member in kickstarting collaboration with Amazon Web Services (AWS) on cross selling of enterprise IT solutions; identified synergies between 2 software products and negotiated platform to mutual benefit in cross selling solutions
- Utilized long-term market analysis to configure excellent sales commission scheme for incentivising executives. Scheme successfully enhanced sales by more than 40% within 1 year of implementation
- Awarded "High Performer - Gold" and company leadership award of outstanding sales performance and team leadership in 2013

GLOBAL ACCOUNT MANAGER **Mar 2009—Dec 2011**
ACCOUNT MANAGER (ASIA) **Jan 2007—Feb 2009**
Oracle ERP Solutions, Hong Kong

- Led team of 25 sales strategists to conceptualise and develop winning business models for key automotive accounts in the Asian and Middle East regions. Companies include Lexus, Volkswagen, and local automotive accounts within India [Show you are able to successfully manage global brands and big accounts.]
- Managed 9 top strategic accounts in automotive and industrial solutions in EMEA region, capturing 5 new consumer markets within the region through excellent partnerships and a unique value proposition
- Single-handedly grew global team of sales and operation specialists from 6 to 12 within a span of 12 months whilst maintaining positive P&L for sales team [Keep the descriptions of past work experiences short and simple. No need to go into deep detail about more junior workscopes.]

Significant Achievements

- Acquired 8 key accounts withing financial year 2009-2010, successfully boosting revenue by a record USD 3 million through consistent deal closure and identification of unique opportunities
- Selected internally to act a as industry advisor to product development team. Provided key inputs on product specifications, unmet industry needs and estimated market sizes for range of new products under development
- Appointed as direct mentor for over 15 talents in the organization, grooming individuals to take on leadership roles in multidisciplinary environment and equipping them with relevant expertise in a range of accounts [Citing your ability and experience in developing and mentoring staff shows leadership.]
- Awarded 'Outstanding Performer' in recognition for outstanding sales made in FY2010 based on management recommendation and peer evaluation

BUSINESS DEVELOPMENT EXECUTIVE **Mar 2005—Jan 2009**
Salesforce.com, Hong Kong

- Key part of 4-man team tasked with selling cloud-based ERP solutions to SMEs within the semi-conductor industry in Asia. Personally managed accounts worth over USD 3 million annually [Simple, clear overview of the job you previously done.]

Significant Achievements

- Exceeded sales targets for 12 consecutive quarters to close over USD 8 million worth of sales over 4 year period
- Identified and captures a year-long collaboration with company's Indonesian partner, securing USD 3 million in long-term profit revenue
- Facilitated CEO engagement to resolve a year-old outstanding dispute, securing USD 10 million in settlement funds and retaining ability to re-engage customer to secure future service for purchase

EDUCATION

Bachelors of Business Administration
University of Hong Kong • Hong Kong • 1995

MBA
• Specialisation in IT Strategy and Sales • INSEAD • France • 2009

TECHNICAL SKILLS

MS Office Suite • ERP • SaaS • SAP

MISCELLANEOUS INFORMATION

Nationality: Chinese
Languages: English, Cantonese, Mandarin
Interests: Reading, Travelling, Rock Climbing
Availability: 1 months' notice

REFERENCES

Available upon request

[There's no need to list your references; if HR is interested in you they will ask you for them.]