



# Mian Azam

Partner Account Manager

Dubai - United Arab Emirates

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English

## About

A Business Management professional with 20+ years of experience supporting executives, sales team and managers to improve internal operations. Proficient in most of the standard office desktop software, CRM applications and in designing channel programs, marketing and demand generation programs. Diversified skill sets covering administrative support, client relations, account management and project management. Expert in inter-personal, phone and digital communication skills.

### BRANDS WORKED WITH

- Akcell Electronics Trading Llc
- Computer Distribution (Fze)
- Ibm Pakistan
- Microsoft Pakistan
- Pakistan Office Products
- Roma Group
- solutions

## Experience

### CEO(Partner)

Akcell Electronics Trading Llc | May 2018 - Now

Completed Required Registrations.

- Started Building Channel Building with new improved services.
- Supporting Channel Partners in Middle East, Pakistan, Afghanistan, Africa to fulfil their requirements from UAE, USA and China etc.
- Automate processes with vendors & Customers which increased sales numbers.



### CEO(Owner)

solutions | Jan 2016 - Jan 2018

Improve selling Lenovo and Dell Enterprise Hardware to enterprise customers.

- Providing complex solutions support to Corporate customers
- Increase the presence in Public sector specially in Govt of Punjab and participating in tender business.
- Visited Gitex Dubai in 2016/17 to build partnerships and ventures with latest solution provides for Pakistan.

### Account Manager Corporate Accounts

Microsoft Pakistan | Jan 2015 - Jan 2016

Joined Microsoft as Corporate Account Manager North Pakistan and My role is to Manage 100+ Corporate Manage Customers in Lahore, Islamabad, Peshawar, Faisalabad & Multan.

- Completed Mandatory Education & On Boarding.
- Be a Part of closing existing deals to achieve gold target in 2H 2015.
- Manage to close many pending deals in this quarter and over achieved so we have less pressure in quarter in achieving Half year Target.
- Generated new pipeline for upcoming months.

### Country Manager

Computer Distribution (Fze) | Jan 2014 - Jan 2015

Started Distribution in Pakistan Business as SCD got authorization to sell IBM Products in January 2014

- SCD was appointed Allied Telesis Distributor for Middle East Region and we started Selling Allied Telesis March 2014 in Pakistan.
- Launch event with Allied Telesis in April 2014
- Start getting Market share in newly added product Allied Telesis
- Company registration in Pakistan completed on July 2014.
- SCD Authorized Distributor of Emerson for Pakistan & Afghanistan.
- Opened SCD Pakistan office in Karachi.
- Signed Dell as a Distributor of Pakistan & Afghanistan in Nov 2014
- Dell Channel Events in Lahore & Karachi.

## ● Channel Sales Specialist

IBM Pakistan | Jun 2008 - Aug 2013

Started to increase IBM reach in SMB market

- Appointed new business partners and IBM market SMB offerings to small and medium size customers.
- Focused relatively smaller cities like Faisalabad & Multan etc. where IBM presence was limited and broke ice on many competitive accounts.
- IBM Services deal in Forensic LAB Lahore.
- Successfully increased footprint in private sector in many Accounts
- Responsible to build a strong partner channel and increase the market share of IBM Distribution Business System X & Storage.
- Assign Quarterly Targets to partners & Distributors and plan strategies with them from achievement
- Create business plan with distributors to construct long term business relation with business partners.
- Working to grow IBM Pure Flex, System Storage & System Networking business in Pakistan.
- Working with IBM Regional training team to plan partner training session in Pakistan every Quarter. With these sessions I increased the number of Premier & Advance Partners in Pakistan.
- Managing Distributor reporting, payments and CF issues.
- Working with distributors to build strong pipeline and responsible to share the updated pipeline/closing to my regional vertical weekly.
- Keeping Interaction with software & Services Groups



## ● Regional Manager

Roma Group | Jan 2003 - Jan 2008

Started job to build IBM business in North (Pakistan) as Roma was the first appointed Distributor.

- Appointed resellers and trained them on key selling features of IBM servers and ThinkPad.
- Got an excellent market share in notebooks/PC and Server market.
- Trained and registered BP to sell Oracle technology products which was newly added in distribution.
- Increased business by entering in new areas like AJK and Malakand.

## ● Sales Engineer

Pakistan Office Products | Jan 2001 - Jan 2003

Started first private job with one of the biggest stockiest of IT products in Pakistan and worked with 13 major brands like HP/Compaq, Microsoft, Intel, Kingston etc.

- Was responsible to sell HP PC's Servers Design jet Printers (Plotters) and Microsoft OEM products.
- Built good relationship with partners.