



Shoaib Niyazi

India

Education

Qualifications	Bachelor of Engineering (BE) in Computer Science & Engineering Rajiv Gandhi Proudhyogiki Vishwavidyalaya, India	
	PG Diploma in Telecom Management PGDTM in Systems and Finance Symbiosis Institute of Telecom Management, India	
Languages	English	Fluent
	Urdu	Fluent
	Hindi	Fluent
	Arabic	Basic

Professional experience

Profile	<ul style="list-style-type: none">• Twelve years' experience in Sales management, Complex engagement management, C Level relationship management, marketing, Strategy & Business Development.• Experience in selling complex Information Technology and Communication project including Outsourcing, System Integration, products and Consulting to various Industries including Energy & Utilities and telecom service providers. Ability to handle end to end sales cycle for both Network and IT solutions and services.• Demonstrated Entrepreneur skills in various joint ventures, new service lines and business startups at Sterlite Technologies, Wipro and Ericsson.• Was part of Ericsson global talent pool, Rapid High potential and was responsible for Energy and utilities business in middle east and Africa including Smart Metering, Smart Grid, Customer and revenue management, Internet of things and cyber security. Before E&U Started Strategic Outsourcing and IT Managed Services business of Ericsson MEA• Won Smart Metering Project for Dubai Electricity and Water. Authority (DEWA, National Water Company (NWC), Ministry of Electricity and Water (MEW) Kuwait, Won Smart Grid Communication project for Egyptian Electricity Holding Company, Smart Grid strategy for EMRA (Electric Market Regulatory Authority), Turkey, Customer and Revenue management for Meram Electricity Distribution Corporation, Turkey, Smart Grid Communication pilot project for KAHRAMAA Qatar and Smart Grid Communication project for Saudi Electricity Company.
Key Skills	<p>Energy Technology - Distributed Energy Resources (DER, DERM, DERMS), Virtual Power Plants (VPP), Solar PV, Wind, Storage, Fuel Cells, Micro grids, Electric Vehicles</p> <p>Grid / Operational Technology - Automated Demand Response, Embedded Systems, Process Equipment, Smart Grid, Grid Digitization, Situational Awareness, Smart Metering (AMI, AMM), Intelligent Utilities Network Communication Services, Meter data management systems (MDMS), Home Area Network (HAN), Field Area network (FAN), Neighborhood Area network (NAN), Meter operations centers, Distribution management systems (DMS), Outage management System, SCADA, Distribution grid monitoring, Water Management & Analytic</p> <p>Cognitive Solutions - Big Data & Analytic, Internet of Things (IOT), Mobile, Cloud, Security, SaaS, Digital Reinvention, Data Model for Energy and Utilities, Business Process Outsourcing, ERP</p>



Work and Asset Management - Enterprise asset management, Reliability centered maintenance, Mobile workforce management, Plant life cycle management, Maximo, Asset Analytic, Asset Performance Management, Renewable Monitoring and Integration, Insight Foundation for Energy, IOT for Energy and Utilities

Customer Engagement - Customer Billing, Omni Channel, CRM, Digital Front Office, Digital Customer Engagement & Experience, Omni Channel marketing, Energy losses and theft, Watson Virtual Agent, Customer Intelligence, Cognitive Customer Engagement, Targeted Marketing, Campaign Management and Social Business

Key Courses and Training

Magnet of Innovation Silicon Valley for Ericsson Global Talent Pool at Palo Alto.
Ericsson Leadership for Experienced Managers LFEM
Various leadership trainings in Ericsson.
POWER BASE® Selling by Holden International
Wipro Business Leaders Program (BLP)
Data Communication product training by Cisco academy.
Business Transformation and Unified Communication by Cisco

Career History

10/2016 - To date

International Business Machines, United Arab Emirates Energy & Utilities Industry Leader - MEA

ROLES:

- Responsible for ensuring IBM business growth and development in Energy and Utilities industry segment.
- Coach sellers and practitioners in the field, guide them and lead their engagements that create business value and ensure customer satisfaction.
- Engage with client CXOs to understand their business challenges and work with your IBM local and global colleagues to provide solutions leveraging the IBM industry, cognitive solutions and technology. Develop strong, trusted relationships with C Level.
- Act across the value chain from lead detection up to contract signature to ensuring customer satisfaction with implementation. Identify, validate, and qualify opportunities and help/lead to close them. Maintain and progress strong pipeline of opportunities. Assist & Lead developing proposals, with focus on large and strategic deals.
- Demonstrate thought leadership and articulate industry trends, issues and handle Industry solution such as Smart Metering, Grid Operations, Customer engagement & experience, Analytics & Cognitive, Enterprise Asset Management, Cyber security and Smart Grid.
- Articulate client business value with consultative and provocative selling approaches. understand and articulate the value of the IBM solutions and technology applicable to the energy & utilities industry and understand the delivery implications of consulting opportunities and sell solutions that IBM can deliver.

ACHIEVEMENTS

I. Rapid Growth in E&U Industry Solutions Pipeline in MEA: Uncovered and Created Opportunities rapidly to gain Market Share :

- Grown GBS pipeline from from average \$ 20 million in 2016 mostly in two accounts to current GBS pipeline of \$ 90 million and total 31 different opportunities in eleven different customers.
- Grown Watson IOT pipeline from average \$ 3 million in 2016 to current Watson IOT pipeline of \$ 22 million and total 61 different opportunities.
- Four large and strategic opportunities in Business Development Deal Intake - Saudi Electricity Company Smart Metering (\$ 40 million), Eskom Smart Grid (\$ 50 million), LESCO AMI and CIS Program (\$ 50 million), DEWA Cognitive Building (\$ 12 million)

II. Expansion to New E&U Markets in MEA: Uncovered and Created Opportunities in new markets to gain Market Share



- Expand opportunities in new countries beyond UAE and South Africa - Kuwait, Saudi Arabia, Pakistan, Egypt, Qatar, Turkey, Nigeria and Ghana
- Expand opportunities in new customer beyond Eskom and DEWA - Saudi Electricity Company, National Grid, MEW Kuwait, LESCO, IESCO, K-Electric, EEHC Egypt, Rand Water, Zorlu, ADWEA, EnerjiSA, CLK and Kahramaa.
- Expand opportunities in Water Utilities - Ghana Water, Rand Water, DEWA Water.
- New Opportunities in existing customer - Eskom Smart Grid, DEWA Water and Cognitive

III. Broaden Industry Solution focus in MEA: Winning Architecture Battler with Great Offerings

- In addition to Asset Management (Maximo), broaden industry solutions in focus to Asset Performance, IOT for Energy & Utilities (IFE), Water Operation for Waternamics (WOW), Grid Services, Smart Metering, Cloud and Security.
- In addition to above Industry Solutions also developed GTS and Security Services opportunities around Intelligent Utilities Network Communication Services, Operation Technology (OT) Data Center and OT Security.

01/2014 - 09/2016

Ericsson AB, United Arab Emirates VP & Head of Industry Practice Energy & Utilities

ROLES:

- Responsible for driving Energy and Utilities business growth in Region Middle East.
- Responsible for CXO relationship with Energy and Utilities customer in Middle East.
- Strategy, Customer Insight, Market Insight, Consultative Selling and Leadership
- Develop Value proposition for Energy and Utilities customer by leveraging on Ericsson Portfolio.
- Collaborate with Country KAMs to grow the customer business across Middle East.
- Initiate & drive customer dialog building on existing business
- Communicate the customer visions, strategies & requirements within Ericsson
- Evaluate Ericsson's current strategy & plans vs. customer's strategic plans
- Forge global and regional partnership with eco-system solution vendors to enable sales.

ACHIEVEMENTS:

- Won major Smart Metering and Customer & Revenue Management Transformation project with Ministry of Electricity and Water, Kuwait
- Won Smart Metering Project for Dubai Electricity and Water Authority, UAE
- Won Smart Metering project for National Water Company, Saudi Arabia
- Won Smart Grid Communication project in transmission and Smart Metering project in Distribution for Egyptian Electricity Holding Company
- Won Customer and Revenue management for Meram Electricity Distribution Corporation, Turkey
- Won Country Smart Grid strategy for EMRA (Electric Market Regulatory Authority), Turkey
- Won Smart Grid Communication pilot project for Qatar General Electricity and Water Corporation (KAHRAMAA)
- Won Smart Grid Communication project for Saudi Electricity Company (SEC), Saudi
- Leading Master System Integrator / Consortium in some of the large ongoing Smart Metering, Smart Grid and Customer & Revenue management tenders in region like Egypt, Saudi, Iraq, Pakistan etc.

06/2011 - 12/2013

Ericsson AB, United Arab Emirates Director Sales Engagement – Managed Services

- Network Managed Services: Responsible for sales and business development of customer (Experience) centric and service centric Managed Services for fixed, mobile and converged network assurance and customer fulfillment.
- Won some the large network MS reference deals like du UAE (Network Security Operations), du UAE (Converged Managed Services), Zain Iraq (End to End Network and IT Managed Services), Etisalat Egypt (Network Managed Services), Zain Saudi (End to End Managed Services) and Etisalat UAE (Mobile Network Managed Services).
- IT Managed Services: Founding member of IT Managed Services in RMEA and have lead and won some of the first IT Managed Services deal in RMEA and across Ericsson.
- Some of reference deals are Zain Iraq End to End IT Managed Services (First of its kind for Ericsson), STC Saudi OSS Managed Services, MTN BSS Managed Services; Zain Saudi end to end managed services, Vodafone Turkey Testing Services, Avea Turkey Testing Services.
- Experience Centric Managed Services: Have been contributing in Managed Services Delivery Platform (MSDP) development along with global team. Forged partnership with various SQM, Performance Management, probes, BI and Analytics vendors to complement tool capabilities. In addition to that, have past background of Data warehouse and Business Intelligence / Analytics deals and applied understanding of tools and techniques which enables experience centric Managed Services.
- Responsible for creating and taking forward offerings to existing or new markets and customers with potential for substantial growth through innovative business and go-to-market models, cross all engagement models.
- Partner with the Key Account Managers (KAM) in driving customer engagements by providing thought leadership and support in identifying and capturing opportunities.
- Responsible for creating a highly capable and experienced organization, long term engagements and to prove Ericsson credibility in the field with successful business cases.

04/2010 - 05/2011

Wipro Limited, United Arab Emirates

Regional Sales Head (Middle East) - Telecom

- Responsible for P&L for Communication Service Providers and Telecom Equipment Vendors in Middle East region.
- Responsible for engagement with C-level executives and its team members and over all orchestration of team responsible for individual accounts and line of business (LOB) of Wipro.
- Understanding market/technology/regulatory trends and creating strategic plans and handle Strategic and large Engagement in the space of IT, Network and Operation with Telecom Service providers. Ensure coverage of length and breadth of Wipro CSP offerings in key accounts – Business and Technology Consulting, OSS / BSS transformation, ADMS, IT Operations, Network Services, Digital, ATS, Infra Consolidation
- Handling key service provider accounts across Middle East including Etisalat, du, Zain, Ooredoo and Vodafone
- Won large OSS, BSS, ISP and Internet Exchange Network Development deals, Server and storage infrastructure deals, ERP, Security operations, managed services and end to end cloud (SaaS, PaaS, IaaS) and hosting service deals.
- Ecosystem relationship with technology partners with complementary offerings for Joint Go to Market initiatives.
- Annual growth of more than 200% achieve in FY 2010-11 in telecom vertical in Middle East.
- Won Sales Person award from CEO for the highest revenue contribution and strategic deals for half yearly FY 2010-11.

04/2008 - 03/2010

Wipro Limited, United Arab Emirates

Regional Account Manager-Network & Telco Solutions

- Handle Strategic and large Engagement in the space of networking and telecom solution for Wipro in Middle East and Africa.
- Responsible for sales management, opportunity identification and qualification, engagement management in telecom service provider and large enterprise accounts for end to end services and solutions of Wipro.
- Started Telecom Network Services business in Middle East and Africa from scratch and won deal in Etisalat, du and many other service providers.
- Drive the engagement and won the largest ever strategic network solution deal for Wipro in Middle East and Africa region like Emirates Global Aluminium (EGA) (~\$ 15 million), Dubai Airport (~\$ 20 million), Al Maktoum airport, Emaar Mall and Hotel, Won Sales Person of year award for FY 2009-10.
- Won a large Managed Services deal for Security Operation center (SOC) and Security and Fixed DC SLO operation in du Telecom.
- Won various other ICT project in Utilities, Industrial, Transportation and manufacturing industries.

02/2006 - 03/2008

Wipro Limited, India

Manager Strategy and Marketing - Telecom & Hi-Tech

- Work closely with Azim Premji, an Indian business tycoon, investor and philanthropist, chairman of Wipro Limited.
- Define Value proposition and messaging of telecom and high-tech business and work closely with president & CEO for ongoing market & competitive analysis and market intelligence and strategy.
- Account strategy and relationship management with Tier – 1 telecom account in Europe and North America along with respective KAM and Regional Sales Heads.
- New market development (geography / Services/Solutions), Strategic Engagement Management and go to market.
- Support in handling 360 degree relationship with IT partners and alliances like HP, SUN, EMC, Microsoft, Oracle, SAP and IBM.
- Support in handling 360 degree relationship with networking product vendors like Cisco, Avaya, Nortel, Nokia, NSN, Motorola, Ericsson and Alcatel Lucent.
- Handle relationship and joint initiatives with Industry though leaders and forums like ITU, GSMA, IEC, ETSI, TTA, Wimax forum, Wi-fi forum, IMS forum etc.
- Official Spokesperson from Wipro with industry analyst and influencers like Gartner, Forrester, IDC, Ovum, Current Analysis, heavy reading etc
- Part of team to implement Strategic Account Management along with PRTM management consultancy and VAS Quantum innovation project along with Erehwon innovation consulting.
- Work closely with merger and acquisition team and have been instrumental in integration of acquired company like Newlogic (Europe), Saraware (Finland) and managed services joint venture with Motorola called "WMNetServ".
- Founding member of various telecom services and solution offerings of Wipro like Telecom Managed services, VAS, SDP and IMS integration.

12/2004 - 02/2006

Sterlite Technologies Limited, India

Business Development Manager - Telecom

- Started telecom turnkey & system integration business for Sterlite Technologies from scratch and had achieved \$ 36 million business in first year of business, first year of my career. Forged long term relationship with telecom equipment manufacturers, OSS/BSS ISV's, IT product vendors and created eco-system partnership to successfully handle telecom turnkey projects.
- Responsible for Business development and management for some of the India's largest broadband, MPLS, NGN and wireless engagement under Sterlite and Huawei partnership.



-
- Independently executed complex sales/business cycles of \$ 20 million MPLS telecom turnkey projects from pre-bid stage to payment collection.
 - Independently executed complex sales/business cycles of \$ 16 million ADSL 2+ CPE Project.
 - Account management in Government sector (DOT, BSNL, MTNL and TEC).
 - Lead negotiations with customers and business partners to ensure favorable terms.
 - Large Deal Bid-Management for deal in range of \$ 10 to \$ 100 million.
 - Work closely with Chief executive officer (CEO) and Presidents of company to build telecom service business from scratch and actively participate in strategic decisions.
-