



FEROZ ZAIDI

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Marital status: Married

Date of birth: May, 1970

A sales professional specializing in hunting in the IT Services industry, with a focus on being a door opener with a consulting approach. Responsible for activities starting from demand generation, to nurturing, to closure. Hands-on experience in USA, South Africa, and Europe, especially Germany. Fluent in German.

WORK EXPERIENCE:

NeoSOFT Pvt. Ltd., Noida, India

AVP – Sales

- Dec. 2022 ■ I am responsible for sales in Germany.
- Present ■ The target segment comprises ISVs, software product companies and start-ups.

Nagarro Software Pvt. Ltd., Gurgaon, India

Associate Director – Sales & Marketing

- August 2017 ■ I worked in Nagarro's sales team and was responsible for new business development in the BFSI (Banking, Financial Services & Insurance) industry in Germany. The key prospects were asset management companies, lending & leasing companies, financial intermediaries, insurance companies and FinTechs.
- Dec. 2022 ■ In the sales cycle, my goal was to generate the interest of these prospects, get an opportunity to do a quick prototype, or to meet an innovation challenge, or do a short assignment. The objective was to show them the value that we brought to the table and to convince them that we were the best-suited to be listed as their provider of IT services. This process brought in their RFIs/ RFPs and we responded to them.
- To realize this goal, I identified the focus areas and business challenges of the prospects, created a customized pitch, and set up meetings with them. We adopted a consulting approach to carve out a specific business opportunity, did requirements gathering with presales to convert that into a digital transformation roadmap, defined the features of a PoC/ MVP, planned a roll-out date, and ultimately took it to closure.
- Until end 2021, I was in the inside sales team.

ACHIEVEMENTS

- Won large-sized deals with enterprise clients in Germany and South Africa.
- Generated interest of CXO-level execs. of conservative German companies.
- Was able to win their trust & confidence through effective selling techniques, relevant story-telling, persistence, and an ability to build strong relationships.

SKILLS

- Strong customer-facing skills.
- Hunting and farming.
- Engagement management
- Engaging effectively with global audience.
- Proactive attitude, strong attention to detail.
- Expertise in B2B, solution sales, software product sales, IT sales and enterprise sales.
- Team management.

TECHNOLOGY TOPICS:

Digital transformation through EA review & revamp, technology modernization, cloud services, API management, AI, data & analytics, consumer experience, digital commerce, and innovation topics. ERP, CRM, mobility, IoT, application development and testing, security, IT infrastructure & managed services.

INDUSTRY DOMAINS:

Automotive, BFSI, energy & utilities, insurance, life sciences & healthcare, retail, travel & logistics, industry & automation, ISV, media & publishing, non-profits & education, and public sector.

Nagarro GmbH, Munich, Germany

Associate Director – Sales & Marketing

Feb. 2017 -
July 2017

- I worked in Munich for 6 months. Nagarro participated in the Hamburg Strategy Days event. My role was to contact attendees, set up a face-to-face meeting, introduce Nagarro and our services, and explore the possibility for a collaboration. Typically, consulting, technology and business experts also attended such appointments to engage with attendees and convert the opportunity into a concrete business enquiry. Thereafter I submitted a proposal and closed the deal.
- I was able to contact all attendees via email and by phone. In total, I generated about 30 leads, and these were the right decision makers - CIOs and IT leaders from various companies. We spoke to the decision makers about specific technology topics and their areas of interest. These conversations led to 3 deals.

Nagarro Software Pvt. Ltd., Gurgaon, India

Associate Director – Sales & Marketing

April 2016 -
January 2017

- I was in the inside sales team and responsible for marketing campaigns. We involved sales leaders and experts from practices & Centers of Excellence to build a consensus on campaign goals, campaign topics, target prospects & geographies, and timelines. I gave inputs and reviewed messaging, content & graphics for collaterals, flyers, CTAs, and emails. Campaign results were analyzed and leads were qualified.
- We leveraged marketing automation tools and our partnerships to create marketing campaigns. We did account-based marketing, and conducted events and webinars to drive thought leadership, generate awareness, improve pipeline, win deals, and drive revenue outcomes in new and existing accounts.
- I was also focused on the public sector due to its high potential.

Gateway Techno Labs Ltd., Ahmedabad, India

AVP – Global Software Sales

June 2014 -
April 2016

- Sales and account management in European countries for software and IT services.
- I managed a team and my responsibility was to make the BD strategy for a sales territory, assign sales targets to the team, give them direction and clarity, supervise their activities, and take corrective action.
- In my individual capacity, my responsibilities were targeting key decision-makers, engaging with them, doing presentations, generating concrete inquiries, interacting with presales team, reviewing estimates, sending proposals, doing negotiations, and closing deals. Through extensive traveling, participating in events/ trade shows and social media, I built a network of contacts and nurtured them to build a sales funnel.
- Account management was also my responsibility and growth in the account through cross-selling/ upselling was a KPI. I used to make quarterly and yearly sales forecasts. The engagement models were Fixed Price and Extended Team and IT services were offered from an offshore location in India.

Q3 Infotech (P) Ltd., Gurgaon, India

Sr. Manager – Business Development

May 2007 –
June 2014

- I worked closely with the CEO to drive the sales activities from end-to-end i.e., from lead generation to closure. We targeted prospects in the US, UK, Australia, Europe, and the Middle East. In India, we targeted large private companies and the public sector - government projects and tenders.
- I collaborated with the pre-sales team, reviewed estimates, and sent out proposals. I prepared a marketing promotions calendar and ran marketing campaigns. Also prepared for sponsorship and participation in shows like Gartner ITExpo (Orlando, FL) and CeBIT – Germany, and Australia.
- Travelled overseas frequently for business meetings and trade shows.

Magic Software (P) Ltd., Noida, India***Business Manager***

Nov. 2006 – Feb. 2007 ■ Magic Software is a provider of services in eLearning content creation and development. Their clientele comprised educational institutions, information service providers, and publishers. The market is USA and my role was to travel extensively in USA to meet prospects, generate enquiries, build opportunities, and close deals.

EDUCATIONAL BACKGROUND

Degree	Course	College/ University	Year
Masters	PGDIM (Marketing)	Delhi School of Economics, Delhi University	1993
Bachelors	B. Com (Hons.)	PGDAV College, Delhi University	1991
B2 level	German language	Max Mueller Bhavan (Goethe Institute) Delhi	2012
B1 level	German language	Max Mueller Bhavan (Goethe Institute) Delhi	2011