

# Gus Bedaywi, PMP

consultative sales professional

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## Summary

Results-oriented Sales Leader with 10+ years of experience guiding clients through complex digital journeys. Skilled in navigating intricate sales cycles, fostering partnerships, managing stakeholders, and coordinating projects across diverse industries.

## Skills

Team Leadership	Building Relationships
Solution Selling	Strategic Planning
Business Development	Consulting Services
Presales Process	Customer Presentations
Project Management	Channel Management

## Work Experience

### Info-Tech Research Group, Toronto

02/2022 - Present

#### Senior Account Director - Service Delivery - US Public Sector

Empower IT leaders in the US Public Sector to overcome challenges and achieve strategic change through growth, technology innovation, and data-driven insights, leveraging Info-Tech's expert IT research and advisory services.

- Overachieved the sales target for 2024 and recognized as a member of Info-Tech's prestigious **President's Club**.
- Drive significant growth in a large client portfolio, expanding existing contracts by **up to 100%**. By securing multi-year agreements through successful negotiations, I fostered client loyalty and positioned the company for continued expansion.
- Collaborate with Practice Leads to strategically position consulting engagements, aligning them with customer projects and RFPs. This teamwork has directly contributed to securing **over \$1 million** in consulting projects within the past two years.
- Develop and implement strategic **sales & service plans** that drive service call volume and maximize customer satisfaction.
- Manage all account interactions with a strategic focus, ensuring alignment with the needs of CIOs, IT Directors, and other decision-makers.
- Consolidate and manage member data, including individual and organizational background information, to enhance Info-Tech's engagement strategy.

### CPT Global, Toronto

2019/05 - 2021/05

#### Senior Services Executive

Led business development initiatives across Canada, achieving significant growth, and reported directly to the North American President.

- Secured two new logos, generating **over \$500,000** in net new revenue within the first year, demonstrating strong sales and negotiation skills.
- Delivered projects on time, on budget, and within scope, efficiently managing resources across multiple initiatives.
- Spearheaded the go-to-market strategy for Payments Modernization, targeting financial institutions to comply with real-time and high-value payment standards.
- Ensured accurate billing by meticulously reviewing timesheets against project milestones, maintaining financial integrity and client trust.
- Championed mainframe optimization services within the FSI and Telcos industry, saving enterprises millions annually by reducing IT costs and increasing ROI.
- Collaborated with internal teams to modernize CPT's service catalog, pricing, and value propositions to improve competitive positioning.

### NXN, Kuwait

2017/03 - 2018/06

#### Regional Business Development Manager

Empowered cities and districts in the region with cloud-based smart solutions, including consulting and managed services, to optimize operations and enhance citizen experiences.

- Surpassed quota in 2017, earning the prestigious **NXN Top Achiever Award**.
- Played a key role in securing a multi-million dollar smart city project in the region through a 4-vendor consortium (Zain, NXN, EY, Ericsson). This project involved deploying smart meters across residential and commercial areas.
- Championed Managed Services Provider (MSP) solutions like Facility Management, Energy Management, Cybersecurity as a

Service (SOC), Physical Security Information Management (PSIM), and Hosting Services, leveraging NXN's cloud platform to benefit clients.

- Proactively managed project delivery to avoid scope creep, resource challenges, and budget overruns.
- Used a consultative end-to-end approach (consult, design, build, operate, optimize) to position smart city/district services successfully.
- Collaborated with technology partners to execute go-to-market strategies and co-created strategic account plans with sales and technical teams for enterprise clients.

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## Microsoft Corporation, Kuwait

2014/12 - 2017/02

### Services Sales Manager

*Significantly contributed to revenue growth, reporting directly to the Country Manager. Led the development of the vision and roadmap for cloud (Azure) adoption, AI, and advanced analytics, driving Microsoft Services sales. Ensured Services were positioned for success in high-value opportunities through strategic partnerships with commercial and public-sector account teams.*

- Smashed **sales targets in FY16**, driving Microsoft Services to record growth compared to previous years.
- Resuscitated Microsoft Services through a strategic recovery plan, **achieving 90% of the target in FY15** after two years of vacancy in the role.
- Streamlined project execution by coordinating tasks, approving timesheets, and ensuring timely billing.
- Championed Microsoft Services across commercial and public sectors, maximizing technology adoption and boosting revenue in Consulting and Premier Support.
- Led a high-performing services team of engagement managers, service delivery managers (with sales responsibilities), and enterprise architects.
- Developed turnkey solutions by leveraging Microsoft Services IP and partner ecosystems to deliver comprehensive end-to-end solutions.
- Won the **award for best digital transformation project** within Microsoft's regional offices. The project encompassed migrating workloads to Azure, deploying an AI chatbot for helpdesk services, and creating an omnichannel strategy to revolutionize the bank's customer experience.

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## Oracle Corporation, Kuwait

2011/06 - 2014/12

### Middleware Territory Manager

*Developed enterprise account strategies and drove sales of Oracle Fusion Middleware across diverse industries. Empowered Oracle partners through joint pipeline reviews, marketing initiatives, strategic account planning, workshops, and training programs.*

- Achieved consistent sales growth, **exceeding targets in FY12 & FY13** and demonstrating exceptional performance in FY14 despite significant challenges from geographical cluster restructuring.
- Pioneered the establishment and growth of Oracle's Middleware business unit in the regional office. As the first employee in this role, I strategically positioned Middleware as a core business focus, driving substantial sales growth.
- Championed a comprehensive Oracle technology adoption strategy. Fostered strong collaboration across diverse account teams (Apps, Tech, Consulting, ACS) and cultivated strategic partnerships with Oracle partners, resulting in a significant revenue increase.

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## Awards

Info-Tech President's Club - 2024

NXN Top Achiever Award - 2017

Microsoft Best Digital Transformation Project - 2016

GBM Hundred Percent Club (HPC) - 2009

GBM Hundred Percent Club (HPC) - 2008

GBM Hundred Percent Club (HPC) - 2007

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## Education

2009 - 2012 University of Liverpool, UK

MSc - Information Systems Management - *Graduated with Merit*

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## Certs & Professional Development

Springboard's Data Analytics Career Track / Bootcamp - 10 months

MIT - Digital Transformation Program - 8 weeks

Project Management Professional PMP

AWS Certified Cloud Practitioner

Oracle Cloud Infrastructure Foundations 2021 Certified Associate

Microsoft Certified: Azure Fundamentals