

Gus Bedaywi, PMP

consultative sales professional

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Summary

Sales Leader with 10+ years of experience driving IT and digital transformation. Proven record of overachievement with 6 President's Club and industry awards. Skilled in complex sales cycles, stakeholder management, and long-term client growth.

Skills

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

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 sales targets in 2024 and 2025, earning **President's Club** recognition two years in a row.
- Secured new business through new logos, referrals, and seat expansions while retaining the highest levels of service and client satisfaction.
- Drove portfolio growth by expanding existing contracts **up to 100%** and securing multi-year agreements, strengthening loyalty and long-term revenue.
- Partnered with Practice Leads to position consulting engagements in alignment with customer projects and RFPs, **resulting in over \$500,000** in consulting revenue across two years.
- Built and executed **strategic sales and service plans** that increased service call volume and maximized customer engagement.
- Managed all account interactions with CIOs, IT Directors, and senior decision-makers, ensuring alignment with their strategic priorities.
- Consolidated and managed client data to strengthen engagement strategies and improve service delivery.

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.

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.

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.

Selected Awards & Recognition

- Info-Tech President's Club - 2024, 2025
- INXN Top Achiever Award - 2017
- Microsoft Digital Transformation Project of the Year - 2016
- GBM Hundred Percent Club - 2007, 2008, 2009

Education

- 2009 - 2012 University of Liverpool, UK
- MSc - Information Systems Management - *Graduated with Merit*

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