

MANU PANICKER

Sales Manager – Dubai, UAE



Sales & Business Development | Channel Partner Management | Account Management

Location Preference: UAE | Industry Preference: IT

✉ manupani@outlook.com

☎ +971564450252

Executive Profile

- 🔹 **Results-driven IT Sales & Business Development Leader** with **13+ years** of experience across the UAE and India, specializing in Enterprise IT Infrastructure, Cybersecurity, Cloud, Data Center, Networking, Storage, Backup & Disaster Recovery and Managed Services
- 🔹 Proven success in **building businesses** from the ground up, growing the customer portfolio from **0 to 85+ enterprise clients**, establishing strategic vendor partnerships, and driving sustainable revenue growth across the UAE.
- 🔹 Expertise in **Enterprise Sales, Key Account Management, Government & Banking Sales, Channel Partner Development, Solution Selling, and C-Level Relationship Management**, consistently driving revenue growth and expanding market share in highly competitive markets.
- 🔹 Managed the complete sales lifecycle, including **lead generation, solution consulting, RFP/RFQ submissions, commercial negotiations, tender management, contract closure, and post-sales account growth**.
- 🔹 Recognized for achieving **100% of annual sales targets worth AED 8 Million** at DG Business-Sharaf DG and for successfully acquiring **95+ customers** through strategic prospecting and consultative selling.
- 🔹 A customer-focused leader with excellent communication, negotiation, and team collaboration skills, committed to delivering innovative technology solutions that create long-term business value.

Education & Credentials

- 🔹 MBA in Information Technology from Jain University, Bangalore
- 🔹 Bachelors in Information Technology from EIILM University, Sikkim

Achievements



Successfully managed, coached & trained a team of 25 members at DG Business-Sharaf DG



Successfully managed enterprise accounts, sales pipelines, financial planning, and proposal development across diverse business sectors.



Successfully led sales and business development initiatives in high-growth and start-up environments, driving customer acquisition and revenue growth.

Key Impact Areas

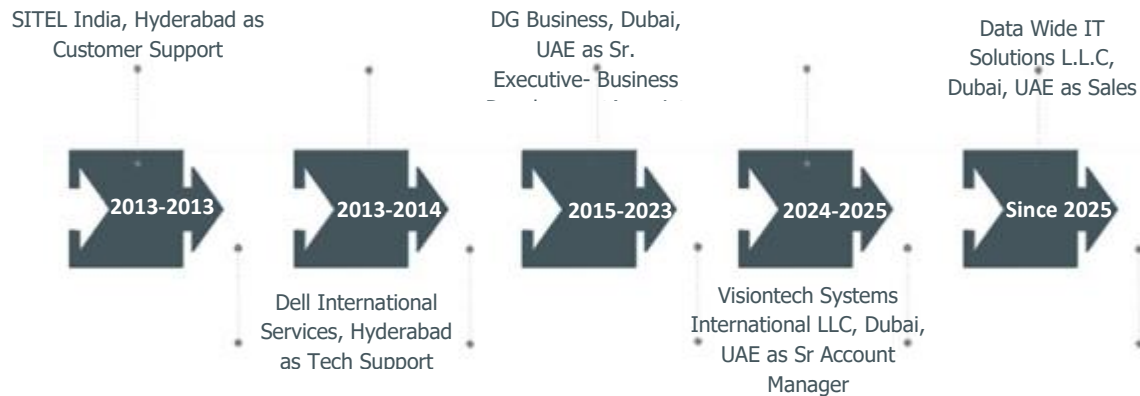
Enterprise Sales	Business Development
Key Account Management	Government & Tender Sales
Solution Selling	Channel Partner Management
Strategic Vendor Management	Sales Pipeline Management
Revenue Growth	Customer Success

Key Skills



Recognised for excellent performance across career

Growth Path



Professional Experience

Since Aug 2025: Data Wide IT Solutions L.L.C, Dubai, UAE as Sales Manager, Reporting to CEO

Instrumental in establishing and scaling Data Wide IT Solutions UAE operations by growing the customer base from 0 to 85+ enterprise clients, forging strategic partnerships with leading technology vendors, expanding the solutions portfolio, and driving sustainable revenue growth through consultative selling and strategic business development.

Significant Accomplishments:

- ❖ Onboarded leading global technology vendors, strengthening the company's technology portfolio.
- ❖ Expanded the customer portfolio across Enterprise, Government, Banking, Hospitality, and SME sectors.
- ❖ Managed end-to-end RFP, RFQ, and tender submissions, improving proposal quality and win rates.
- ❖ Collaborated with vendors and technical teams to deliver tailored enterprise IT solutions.
- ❖ Consistently exceeded sales targets while driving sustainable business growth.
- ❖ Built long-term client relationships, driving repeat business and customer retention.
- ❖ Successfully built the UAE business from the ground up, growing the customer base from 0 to 85+ active clients within the first year.

Previous Experience

Mar 2024 – July 2025: Visiontech Systems International LLC, Dubai, UAE as Sr Account Manager

Drove strategic IT sales and business development initiatives, expanding market presence, securing new enterprise accounts, delivering tailored technology solutions, and consistently exceeding sales targets through consultative selling and strategic account management.

Mar 2015 – Sep 2023: DG Business-Sharaf DG LLC, Dubai, UAE as Sr. Executive- Business Development

Managed enterprise IT sales across the UAE, delivering infrastructure, software and technology solutions while consistently exceeding sales targets, strengthening customer relationships, and driving long-term business growth.

Oct 2013 – Sep 2014: Dell International Services, India as Tech Support Associate & Customer Service

Provided technical support to US-based customers, resolving complex issues while identifying upselling opportunities and maintaining high customer satisfaction.

Feb 2013 – Sep 2013: Sitel India, India as Customer Support Associate

Handled inbound customer support and sales for Bell Canada, delivering excellent customer service while driving product upselling and mentoring new team members.

Significant Accomplishments:

- ❖ Consistently achieved and exceeded assigned sales targets.
- ❖ Mentored and coached new team members to enhance performance and service quality.



Personal Details

Date of Birth: 15th June 1991

Languages Known: English, Hindi, Telugu, Malayalam and Tamil