

Mahmoud Ali A. Elsayed

Technical Sales & Channel Leadership Executive · Enterprise Go-to-Market

The sales leader who can defend the architecture in the room – building partner ecosystems and enterprise revenue across 32 countries.

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English · Arabic · Portuguese

EXECUTIVE SUMMARY

Commercial technology executive with **20+ years across solutions sales, channel leadership and consulting** – carrying quota at **Microsoft**, scaling **Omniful**'s partner footprint to five continents, and owning GCC SaaS business development for **Odoo** – now advising vendors and enterprises independently. Sells what most cannot: **sovereign cloud, cybersecurity, ERP and infrastructure programs** with long, multi-stakeholder cycles – because the technical depth is real. Fluent across the enterprise vendor ecosystem (**Fortinet, Juniper, Arista, Palo Alto, F5, Microsoft, AWS, Oracle**) and proven in **32 countries** across LATAM, North America, Africa, MENA and the GCC.



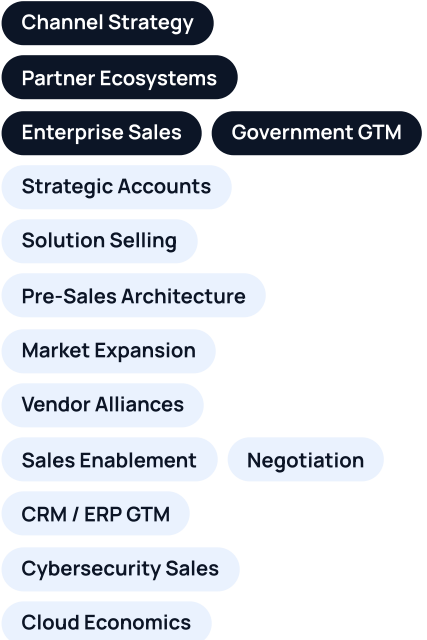
SIGNATURE COMMERCIAL WINS

Five-continent partner ecosystem – Omniful Built and led the global indirect sales function, growing the partner footprint to five continents within a year and exceeding indirect revenue targets with programs partners could actually execute.	Targets exceeded every quarter – Microsoft Managed the Africa territory with account plans pairing Azure, security and Dynamics 365 with clear business cases – exceeded sales targets every quarter , earning multiple Enterprise-team recognitions.
Regulated-sector ERP & cloud wins Won financial-services and healthcare platform deals where compliance objections (data residency, PDPL, PCI-DSS) were the deal-breaker – and turned them into the differentiator.	Channel enablement academy Designed partner and customer enablement programs that have trained 4,000+ professionals since 2009 – driving partner activation, certification velocity and post-sale stickiness.

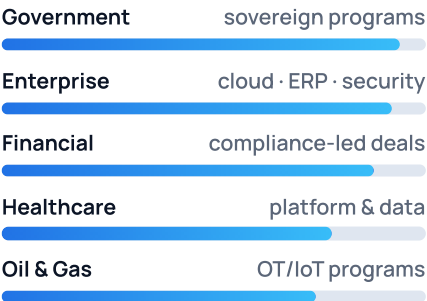
COMMERCIAL LEADERSHIP CAPABILITIES

- Channel & alliances:** partner recruitment, enablement, co-selling motions, partner P&L health, ecosystem governance across distributors, resellers and ISVs.
- Enterprise & government sales:** complex cycles (6–24 months), multi-stakeholder orchestration, tender/RFP strategy, procurement and compliance navigation.
- Technical credibility:** pre-sales architecture across cloud (Azure, AWS, OCI), cybersecurity, networking (Fortinet, Juniper, Arista, Palo Alto, F5) and ERP/CRM (Dynamics 365, Odoo).
- Go-to-market leadership:** new-market entry, coverage models, pipeline discipline, forecast accuracy, sales enablement and messaging that survives the technical evaluation.

CORE COMPETENCIES



SECTOR COVERAGE



GLOBAL REACH



A note on discretion. Client names, deal sizes and references for government and financial-sector wins are shared in confidence, where NDAs permit.

PROFESSIONAL EXPERIENCE

Independent Technology & Business Development Advisor Feb 2026 — Present

Self-employed · MENA, GCC, Africa & LATAM (remote & on-site)

- Advise vendors and enterprises on **go-to-market strategy, partner development and deal structuring** for cloud, cybersecurity and AI offerings.
- Support strategic pursuits with technical validation, competitive positioning and **win strategy** across government, financial services and enterprise accounts.
- Founder of **HAiCapita** (AI transformation venture) and **O'System** (business platform).

Indirect Sales Head — Channel Sales May 2025 — Feb 2026

Omniful · SaaS logistics platform · Abu Dhabi, UAE

- Built and led the global indirect sales function — **partner footprint to five continents within a year**, exceeding indirect revenue targets.
- Designed partner programs, commercial models and enablement plans; negotiated strategic partnerships that opened **new markets and recurring revenue**.

Regional Strategic Partnerships Development Manager Jan 2024 — May 2025

Odoo · SaaS/ERP · Dubai, UAE

- Owned **GCC SaaS business development**: new partner and enterprise pipelines, market-entry planning and regional revenue targets.

Territory Account Manager · Sr. Technical Consultant Jun 2022 — Feb 2024

Microsoft · Cloud/SaaS/Security · Cairo, Egypt

- Managed the Africa territory pairing Azure, security and Dynamics 365 with clear business cases — **exceeded sales targets every quarter**, earning multiple Enterprise-team recognitions.
- Brought technical judgment into deal strategy and qualification as Senior Solution Area Technical Consultant.

Subject Matter Expert — Operations Nov 2018 — Jun 2022

Western Union & TripAdvisor · São Paulo, Brazil · Cairo, Egypt

- Operations SME across **LATAM and EMEA** — the operational fluency behind credible enterprise selling.

Founder & Technical Operations Lead Jul 2009 — Present

ASITS · Giza, Egypt

- Technical leadership aligned with marketing and business development, supporting **consistent revenue growth**.

Technical & Business Instructor May 2009 — Present

Independent · Egypt, Brazil, Africa & GCC

- Coach teams on **enterprise strategic sales, consultative selling and client communication** — 4,000+ professionals trained.

VENDOR ECOSYSTEM FLUENCY

Microsoft

AWS

Oracle

Odoo

Fortinet

Palo Alto

Juniper

Arista

F5

Cisco

IBM

Linux Foundation

CERTIFICATIONS

CISSP · CISM · CCSP	ISC2 · ISACA
ISO/IEC 27001	Lead Auditor
AWS	Solutions Architect
Microsoft Azure	Fundamentals
Oracle	Cloud Infrastructure
Fortinet	Cybersecurity
Cisco · Microsoft	CCNA · MCITP
CompTIA	A+ · N+
PMP · LSSGB	program & process
DevSecOps	for Managers

WHAT SETS THIS PROFILE APART

Architect in the deal room	closes technical objections live
Compliance fluency	ISO · SOC 2 · PCI-DSS · PDPL
Channel builder	ecosystems, not just deals
Emerging-market depth	32 countries, 3 continents

EDUCATION

MBA — International Business	IPAC, France · exp. 2026
B.Sc. Computer Systems Eng.	Univ. de Franca, Brazil · 2013
B.Sc. Electrical Eng.	HTI Cairo, Egypt · 2012

LANGUAGES

Arabic	native · C2
Portuguese	bilingual · C2
English	proficient · C1
Spanish	intermediate · B1