

FAIZAN BADR

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TECHNOLOGY SALES LEADER

EXPLOSIVE ACCOUNT GROWTH IN HIGHLY-COMPETITIVE ENVIRONMENTS

CAREER SUMMARY

Technology sales leader with a customer-obsessed mindset and consistent success in acquiring and retaining business in enterprise, B2B, and public sector. Consistently turns around underperforming territories, exceeds targets, and outperforms expectations. Trusted advisor for customers, partners, and sales teams. Special expertise with state and local public sector accounts, especially SLED (state, local, and education) segment.

Highlighted Achievements

- **Secured landmark deals with AWS**, including the largest ISV cybersecurity deal in the SLED segment
- **Managed the 5th largest account base in SLED, consistently exceeded revenue targets, and ranked amongst Top 10 sellers** in the segment
- **Turned around the State of GA account** from an under-performing territory to **30% YoY growth**
- **Doubled the book of business for the State of Florida territory**

CORE SKILLS

Enterprise Sales | B2B Sales | Technology Sales | Public Sector | Cloud Computing | AWS | Cybersecurity | eDiscovery | Digital Forensics | Digital Enablement | Account Management | Independent Software Vendors (ISVs) | Territory Management | Revenue Generation | Solution Selling | Relationship Management | Talent Development

PROFESSIONAL EXPERIENCE

Cellebrite - Chicago, IL

March 2024 - Present

Sales Manager- Enterprise Solutions

Recruited to enhance SaaS offerings while maintaining existing business across the Midwest and Canada, including Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, Alberta, Manitoba, Northwest Territories, and Saskatchewan.

- **Successfully acquired Net New SaaS business to key greenfield accounts** such as McDonald's, GE Aerospace, Medtronic, and Kraft Heinz within the first six months of tenure.
- **Recognized as valued knowledge leader and SME** for Channel related questions, and AWS partnership and AWS Marketplace.
- **Grew key enterprise accounts by 25%**, driving long-term customer loyalty and satisfaction.
- **Strengthened relationships with Key industry leaders and system integrators partners**, leading to collaborative opportunities and joint wins. Feel free to add specific details where relevant!

Amazon Web Services - Chicago, IL

May 2022 - August 2023

Senior Enterprise Account Manager

Recruited from CDW to manage the account for the State of Illinois. Took over account management for account without previous manager. Grew the relationship with constituents, c-level executives, directors, and decision-makers to establish cloud computing as part of the client's technology strategy.

- **Managed the largest account base in the Midwest region**, 5th largest nationally in state, local, and education (SLED) segment
- **Ranked consistently within top 10 sellers in segment for 2022 and 2023**, exceeding revenue targets at 110% of quota
- **Established account management for the previously-underserved State of Illinois**, expanded AWS's footprint throughout the state, and built executive relationships as a trusted advisor
- **Landed accounts with state's largest mission-critical workloads** with 60% of the state's technology budget
- **Secured the largest cybersecurity ISV deal in the SLED segment**, by orchestrating pain points and solution identification, facilitating selection of ISVs, and collaborating with technical teams, stakeholders, and executive decision makers, including the CIO and CTO
- **Partnered with major consultancies, including Deloitte, Accenture, TATA, and McKinsey** throughout customer engagements as a trusted advisor and SME
- **Recognized within the organization as the domain expert on all state and local procurement** issues, including guidelines and strategies to help teams advance and close on opportunities

CDW-G - Chicago, IL

Jan 2013 - May 2022

Sr. State and Local Account Manager (FL & GA)

Earned account management role with Georgia, a high-capacity account, after successes in Tennessee and Alabama that achieved 200% of revenue target. Expanded remit to include Florida. Acted as team leader for both territories and worked across sales organization to land large contracts and RFPs.

- **Turned around GA, a previously underperforming territory, generating 30% YoY revenue growth**, while outperforming relevant KPIs
- **Took over expanded responsibilities as in GA territory** for two years, based on superior account performance
- **Expanded territories to include FL, the third largest account in the segment** and doubled the book of business to \$20M
- **Served as account team lead for all agencies in the State of Florida**, producing a trailing 175% sales attainment in 2021 - 2022
- **Led and coached a team of five account managers** and helped them advance their careers into leadership roles within the organization
- **Recognized as valued knowledge leader and SME** for technical questions, internal processes, and contracts

Sprint/Nextel

Nov 2007 - Feb 2012

Corporate Account Executive - Chicago, IL (Oct 2010 - Feb 2012)

Promoted from Sales Manager to generate business for Sprint's B2B channel in a highly-competitive, difficult-to-penetrate Downtown Chicago territory. Prospected, networked, generated leads, and established relationships with city representatives to increase presence in the territory.

- **Met or exceeded monthly sales targets**
- **Acquired and retained accounts in the mid-size and enterprise (Fortune 500) segments**

Sales Manager - Oakbrook, IL (Nov 2007 - Oct 2010)

Recruited from Verizon to manage retail location in Illinois. Consistently ranked amongst the top 10 Store Managers in the Illinois/Wisconsin region.

Verizon Wireless

Sep 2003 - Nov 2007

Multi-store Manager - Schaumburg, IL (Jun 2006 - Nov 2007)

Selected as potential leadership candidate to manage business operations for three retail locations. Liaised with corporate office, supported the sales floor, and managed and developed sales staff.

- **Met all sales and operational metrics within six months** of taking over locations.

Government Account Executive - Chicago, IL (Aug 2004 - Jun 2006)

Promoted from Senior Sales Representative to generate new business for Verizon's government account practice. Managed full sales cycle from prospecting, lead generation, solution-selling, and closing.

- **Acquired and retained accounts and met/exceeded monthly sales targets**

Senior Sales Representative - Schaumburg, IL (Sep 2003 - Aug 2004)

- **Promoted from Retail Sales Rep within eight months**
- **Attained Winner's Circle Award** for achieving Top 10 percentile in Illinois and Wisconsin region

PROFESSIONAL AFFILIATIONS

Advisory Board Member for 2022 State of Illinois Digital Summit

https://events.govtech.com/Illinois-Digital-Government-Summit-2022#advisory_board

Advisory Board Member for 2023 Chicago and State of Illinois Regional Digital Summit

<https://events.govtech.com/Chicago-Digital-Government-Summit-2023>

EDUCATION

Business Administration, Finance, DePaul University - Chicago, IL

AWS Certified Cloud Practitioner