

Oumar SANE

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Sales Account Manager

PROFESSIONAL OBJECTIVE

- Sell the company products and close deals, maintaining weekly and monthly sales goals, direct or via partners
- Drive partners to execute lead generation activities to generate pipeline
- Build big deals by working closely with sales, presales and partners, ensure the opportunity alignment between stakeholders on industries
- Advise companies (on C-level) to develop the predictability to improve the efficiency through Cloud ERP & SCM solutions
- Drive partner enablement plan and self-sufficiency through trainings and education

PROFESSIONAL EXPERIENCES

ORACLE ECEMEA (Africa Operations)

Sept. 2013 to Sept. 2021

SALES MANAGER

Mission: to grow Oracle Applications Cloud market share in West Africa

- Focused to sell Cloud applications software/solutions and related services: new Cloud references signed.
- Develop opportunities, set sales strategy in the region: Cloud pipeline growth year after year
- Identify and develop strategic alignment with key third party influencers: find out new actors to accelerate the pipeline creation.

Results: multiple new references in Cloud applications, big deals signed especially in Utilities, Telco, Fin and Public Sector.

ORACLE France - based in Colombes

Feb. 2012 to Aug. 2013

SALES MANAGER

Mission: to grow Oracle's market share and increase the new business through partners

- Quota: 3.000.000 \$ (Resell only)
- Key MBO: resell oracle on oracle & develop remarketers program in France
- Key Partners: EVEA Group, Thalma Thechnology, Link By Net, AIS OUEST, Arrow (VAD, +250 remarketers)

Results: more than 15 new references in the small market through partners.

ORACLE France - based in Colombes

Feb. Jan. 2011 to May 2012

APPLICATIONS CHANNEL MANAGER

Mission: Develop, scale the business with partners

- Develop demand generation via partners (VAR) to generate pipeline: Whitehouse (now Redfaire), IBM, Iorga, ...
- Set up enablement of influencers: Ernst&Young KPMG, CXP, Kurt Salmon, Adon Conseil ...
- Recruit new partners to cover all Oracle Applications (Fusion Apps: SaaS, EPM, ERP, CRM): Evea, SRD Conseil...

Results: partner contribution increased by 60% in the global revenue in 2012.

ORACLE France - based in Colombes

Feb. 2008 to Dec. 2010

EMEA BUSINESS OPERATIONS ANALYST EPM/BI

Mission: GTM Strategy and Demand Generation EMEA

Execute the GTM strategy with different stakeholders: marketing, Sales, Sales Operation, Channel Managers

- Drive Lead Generation Process for BI/EPM
- Drive and monitor profiling and targeting of accounts in collaboration with Marketing Intelligence
- Deliver reporting and dashboard

Results:

- Visibility: give 360° view of lead generation activities
- Improvement of the lead follow up: more reactivity of Oracle Direct, involvement of the sales (BI)
- Data accuracy improved: we reduced aging of lead by 50%

HYPERION France, EPM software Leader, based in Rueil-Malmaison,

July 2003 – Jan 2008

REGIONAL MARKETING OPERATIONS MANAGER – EMEA WEST REGION

Mission 1: Definition and localization of marketing programs from the global strategic plan

- Driving operational and direct marketing actions: telemarketing, email and web campaigns, etc.
- Elaboration and follow-up of sales and prospecting tools: scripts, customer success stories, etc.
- Recruiting and management of the project detection team (4 people)

Results:

- Marketing pipeline increased by 25% of global revenue (growth of sales leads from 6 to 9 per month within 6 months)
- Focused promotion actions, for example on MDM: pipeline grew by 75% (prospects, clients and partners)
- Definition & follow-up of processes dedicated to marketing operations: prospecting activities, seminars...

Mission 2: Management and maintenance of Siebel database

- Setting-up programs and campaigns, segmentation, definition of targets for sales and marketing operations
- Follow-up and update of the database

Results:

- Quality improved: 80% of accounts and contacts updated at least once in the first 6 months (FY07)
- Results better: part of IT contacts increased from 22% to 35% (FY07), over 600 responses from new contacts,
- Total number of accounts increased from 4500 to 6000, rate of false email returns decreased from 15% to 9%.

Mission 3: Market analysis

- Measurement of marketing campaign: efficiency, ROI, etc.
- Follow up sales pipeline: revenue, number of opportunities, etc.
- Recommendations

Benefits:

Right visibility for Executives on the pipeline creation and marketing campaign

VIAFRANCE, Web Agency specialized in Event Promotion & Communication- Paris

July 2002 – Feb. 2003

SALES EXECUTIVE – FRANCE

Mission: Managed clients, grew revenue and reorganized sales department.

Benefits:

- New account opened in 6 months: CCF, 300 K€ in revenue
- Reorganized and managed the sales database
- Drafted Quality Assurance Manual (MAQ): business processes and internal operational processes (sales pitches, marketing tools, etc.)

HYPERION, BPM software Leader, based in Rueil-Malmaison

March 2001 – December 2001

MARKETING MANAGER – FRANCE

- Organize marketing events like seminars or forums
- Drive the phoning with Inside Sales to create traffics during our events
- Dispatch opportunities to Sales Representatives and continue the follow up in the CRM.

EDUCATION

2000: Master's Degree in Business and Marketing - University of Paris XII

PERSONAL

Avid sports enthusiast (marathons: Paris, London, München), Cinema & Music (guitar player)