

NICHOLAS

Sales Leader & Business Development Specialist

Cape Town, South Africa

PROFESSIONAL SUMMARY

Results-driven Sales and Business Development professional with extensive experience in scaling SaaS and technology companies across EMEA, NAM, and AU regions. Proven track record in spearheading market entries, building high-performing sales teams, and driving significant revenue growth through strategic lead generation and partnership development. A catalyst for organizational success who combines analytical rigor with exceptional relationship-building skills to exceed targets in remote and international environments.

KEY SKILLS

- Business Development (EMEA / NAM / AU)
- SaaS & Lead Generation
- Strategic Planning & Implementation
- CRM, Sales & AI Tools
- Executive Relationship Building
- Sales Cycle Management
- Market Analysis & Expansion
- Leadership & Mentorship
- Partnership Development
- Pipeline Management & Forecasting

PROFESSIONAL EXPERIENCE

Sales Development

October 2023 – Current

Leading Sales & Marketing Growth Agency

- Execute targeted cold calling and outreach campaigns to build 7-figure revenue streams for clients.

- Implement multi-channel lead nurturing using email sequences, WhatsApp, Loom, and LinkedIn.
- Coordinate qualified meetings, maintaining a consistent show rate of 70%+.
- Provide mentorship to SDR teams and collaborate on new SLAs to enhance conversion rates.

Achievement: Implemented lead nurture strategies that increased appointment show rates by over 20%.

Sales Lead

July 2022 – August 2023

International Logistics SaaS Firm

- Drove SaaS sales to corporate customers across multiple sectors globally.
- Developed strategic sales plans, workflows, and high-impact sales content.
- Managed the full sales cycle from initial identification to complex contract negotiation.
- Recruited, trained, and mentored the sales team to ensure high performance.

Achievement: Delivered 30% revenue growth within the first year through targeted account development.

Country Director

August 2021 – March 2023

Global eCommerce Personalization Leader

- Spearheaded the company's entry into the South African market, owning all client and partner relationships.
- Established major regional partnership agreements to accelerate market penetration.
- Managed tailored marketing and outreach campaigns to build brand awareness in a new territory.
- Handled pipeline dynamics and accurate sales forecasting for the region.

Achievement: Successfully established the firm's regional footprint through strategic local partnerships.

Senior Sales Executive

April 2021 – July 2022

North American Communication Software Company

- Directed sales efforts across multiple sectors in the US and Canadian markets.
- Qualified inbound leads and performed proactive outbound prospecting.

- Delivered expert product demonstrations and online presentations to enterprise prospects.
- Guided high-value leads from initial concept to successful closure.

Trade and Engagement Manager**April 2020 – March 2021***Global Agricultural Trade Ecosystem*

- Managed national trading processes, collaborating with global Deal Managers on trade strategies.
- Designed and implemented engagement strategies for local suppliers and buyers.
- Conducted market research and verified supplier credibility to enhance ecosystem integrity.

Business Development Manager**May 2018 – February 2020***Global Talent Management & HR Consultancy*

- Prospected Enterprise organizations (500+ employees) across Sub-Saharan Africa.
- Established relationships with C-Level executives and CHROs.
- Developed complex proposals covering the entire employee life cycle.

Sales Manager – Business Development**September 2014 – April 2018***Fortune 500 Cybersecurity Firm*

- Led a high-growth mid-market division targeting US, UK, and Canada.
- Achieved consistent double-digit YoY growth through strategic planning and pipeline management.
- Oversaw recruitment, career development, and budget management for the sales division.

Achievement: Recognized with multiple top sales awards and excellence accolades for division performance.

EDUCATION

Degree in Public Relations & Communication

Varsity College, Cape Town (2006 - 2008)

Matric

Edgemead High School, Cape Town (2000 - 2004)

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