RUDDY MOEKETSANA

Channel Account Manager | ICT Distribution | Partner Relationship Management

Johannesburg, Gauteng, South Africa (Willing to relocate both Nationally and Internationally and to travel)
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PROFESSIONAL SUMMARY

Results-driven **Channel Account Manager and Business Development Professional** with over 10 years of experience across **ICT, telecommunications, vendor/OEM, and distribution environments**. Proven expertise in **driving revenue growth, managing strategic accounts, and building high-value partner relationships** across SMB, enterprise, and government sectors.

Strong background in **solution selling, CRM systems, pipeline management, and stakeholder engagement**, with technical exposure to **VoIP, networking, cloud, CCTV, and unified communications**. Recognised for delivering **customer-centric solutions, exceeding sales targets, and improving operational efficiency**.

CORE COMPETENCIES

Channel Account Management • ICT Distribution • Vendor & OEM Management • Business Development • Key Account Management • Customer Relationship Management (CRM) • Solution Selling • Pipeline Development • Telecommunications • VoIP • Networking • Unified Communications • CCTV • Cloud Solutions • Sales Strategy • Forecasting • Contract Negotiation • Stakeholder Engagement • Customer Retention • Technical Sales • Project Coordination

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PROFESSIONAL EXPERIENCE

Business Development Manager (Contract)

Urbanise Technology | Mar 2025 – Dec 2025 | Johannesburg (Hybrid)

- Spearheaded new business acquisition across SMB, enterprise, and public sector clients.
- Built and managed a high-performing sales pipeline, ensuring consistent deal flow.

- Conducted discovery sessions and delivered tailored ICT solutions.
- Developed go-to-market strategies to improve product positioning.
- Collaborated with technical and delivery teams to ensure successful implementation.
- Develop and present compelling business proposals, tenders, and RFP responses aligned with client objectives and compliance requirements.
- Maintain accurate CRM records and sales forecasts, ensuring visibility of pipeline and alignment with revenue targets.
- Monitor market trends, competitor activity, and emerging technologies to identify new opportunities and maintain a competitive edge.
- Drive upsell and cross-sell opportunities within existing accounts, increasing account value and customer lifetime value.
- Participate in industry events, networking, and client engagements to enhance brand visibility and generate leads.
- Ensure alignment with vendor/OEM partners to leverage joint go-to-market strategies and maximise solution offerings.
- On boarding an training of clients employees

Reason for Leaving:
Contract role within a start-up environment. Looking for opportunities aligned with a more structured, relationship-driven culture focused on long-term growth in the IT sector.

Account Manager

Switchcom Distribution | Aug 2024 – Mar 2025 | Johannesburg (On-site)

- Managed and grew customer accounts within the ICT distribution channel.
- Coordinated with vendors, OEMs, and internal teams to ensure efficient service delivery.
- Processed RFQs, quotes, and orders with accuracy and efficiency.
- Analysed sales data to improve forecasting and decision-making.
- Strengthened client relationships through proactive engagement and support.
- Manage and grow key accounts and channel partners (resellers, dealers, retailers, system integrators) to drive revenue and market share growth.
- Develop and execute channel sales strategies aligned with vendor/OEM objectives and distribution targets.
- Build and maintain strong relationships with partners, acting as the primary point of contact for all commercial and operational matters.
- On boarding and training of clients and employees
- Drive product sell-in and sell-out activities, ensuring stock movement through the channel and reducing aging inventory.

Reason for Leaving:
Sought a more supportive and responsive organisational environment that would enable me to perform at my full potential.

Channel Account Manager

THISTREE Distribution | Mar 2024 – Aug 2024 | Roodepoort (Hybrid)

- Managed reseller and partner relationships within ICT distribution.
- Developed and executed sales strategies across CCTV, networking, solar, and UC solutions.
- Conducted product training and partner enablement sessions.
- Analysed partner performance and implemented growth strategies.
- On boarding and training of clients and employees
- Worked closely with vendors to align channel strategies.
- Identify new business opportunities within existing accounts and onboard new partners to expand market reach.
- Conduct regular business reviews (QBRs) with partners to evaluate performance, identify gaps, and implement growth plans.
- Collaborate with vendors/OEMs (e.g., telecoms, device manufacturers brands) to align on pricing, promotions, and go-to-market strategies.
- Manage pricing, margins, and discount structures, ensuring profitability while remaining competitive in the market.
- Forecast sales and demand planning, working closely with supply chain teams to ensure product availability and avoid stock shortages or overstocking.
- Provide product training and enablement to channel partners to improve product knowledge and sales performance.

Reason for Leaving:
Left due to organisational financial challenges and pursued a more stable environment for long-term career growth.

Global Account Manager

Even Flow Distribution | Apr 2022 – Mar 2024 | Midrand (Hybrid)

- Managed global and enterprise accounts within ICT distribution.
- Developed strategic account plans to drive revenue and retention.
- Negotiated contracts, pricing, and service-level agreements.
- Delivered product training and solution presentations.
- Maintained CRM systems and ensured accurate forecasting.
- Collaborated with cross-functional teams to improve customer experience.
- Manage and grow strategic global accounts, ensuring long-term revenue growth, retention, and customer satisfaction across multiple regions.
- Develop and execute global account strategies, aligning with business objectives, vendor/OEM priorities, and market dynamics.
- On boarding and training of clients and employees
- Build and maintain executive-level relationships with key stakeholders, including C-suite, procurement, and technical decision-makers.

- Drive revenue through upselling and cross-selling, expanding product and solution adoption across the client's business units.
- Lead contract negotiations and commercial agreements, including pricing, SLAs, and long-term partnership terms.
- Coordinate cross-functional teams (sales, technical, operations, and supply chain) to deliver integrated solutions and ensure a seamless customer experience.

Reason for Leaving:
Approached for a new opportunity and sought enhanced growth prospects and compensation aligned with my contributions.

After Sales & Service Delivery Consultant

Level-7 Wireless | Jan 2021 – Apr 2022 | Centurion (On-site)

- Provided technical support for wireless internet and networking solutions.
- Managed customer onboarding, support, and issue resolution.
- Ensured SLA compliance and service delivery excellence.
- Delivered customer training and gathered feedback for service improvement.
- Provide post-sales technical support and consultation to clients, ensuring products and solutions operate effectively.
- Manage service delivery processes, including installation, configuration, testing, and deployment of IT/telecom solutions.
- Respond to client inquiries and resolve issues promptly, maintaining high levels of customer satisfaction.
- Conduct client training and knowledge transfer sessions, enabling effective use of products and services.
- Monitor service performance and SLAs, tracking KPIs and implementing corrective actions when needed.
- Collaborate with cross-functional teams (sales, technical, operations) to ensure seamless delivery and handover.
- Document service requests, incidents, and resolutions in CRM or ticketing systems for accurate reporting and future reference.
- On boarding and training of clients and employees
- Support account managers in upsell and cross-sell opportunities based on client needs identified during service interactions.
- Assist with process improvements and best practices for service delivery and customer experience.
- Ensure compliance with company policies, vendor requirements, and industry standards during all service engagements.

Reason for Leaving:
Transitioned into distribution as an Account Manager to align with long-term career interests in sales and channel management.

Project Management Specialist – 2IC (Hybrid)

Vox Telecom | Jan 2019 – Jan 2021 | Remote

- Supported delivery of telecom and IT infrastructure projects.
- Plan and manage projects end-to-end, ensuring delivery on time, within scope, and on budget.
- Coordinate cross-functional teams and stakeholders, ensuring alignment on objectives, deliverables, and timelines.
- Coordinated cross-functional teams to ensure project success.
- Assisted with vendor coordination and service implementation.
- Assisted in implementation of VoIP, cloud, and connectivity solutions.
- Supported project lifecycle activities and technical deployments.
- Maintain project documentation and reporting, including schedules, risk logs, and status updates for management and clients.
- Implement process improvements and support change management, ensuring projects enhance efficiency and meet organisational goals.
- Monitor project progress and mitigate risks, proactively resolving issues to prevent delays or budget overruns.

Reason for Leaving:
Accepted a new opportunity offering improved compensation and better alignment with career goals.

Business Development Manager (B2B/C/G)

Smollan | Jan 2013 – Oct 2017 | Pretoria

- Identified and developed new business opportunities across sectors.
- Conducted market research and delivered solution presentations.
- Built strong client relationships, increasing repeat business.
- Consistently achieved and exceeded sales targets.
- Drive new business development and revenue growth by identifying, qualifying, and closing opportunities across enterprise, SMB, and public sector clients.
- Develop and execute strategic sales plans aligned with company offerings such as cloud, cybersecurity, managed services, networking, and digital transformation solutions.
- Engage in consultative selling, conducting client discovery sessions to understand business needs and position tailored ICT solutions.
- Build and maintain strong client relationships with key decision-makers (CIOs, IT Managers, Procurement), ensuring long-term partnerships.
- Manage the full sales lifecycle, including lead generation, pipeline development, proposal creation, negotiation, and deal closure.
- Collaborate with technical and pre-sales teams to design and present integrated solutions that meet client requirements.

Reason for Leaving:
Pursued career growth into project management, strengthening customer service and problem-solving capabilities.

Most of my transitions were driven by career growth, better alignment with my long-term goals, and seeking environments where I could contribute more effectively—particularly in customer engagement, distribution, and relationship-driven sales. In some cases, organisational changes or contract roles also influenced my decisions.

EDUCATION

- Diploma in Risk Management – eLearning College (2024)
- Diploma in Project Management – eLearning College (2024)
- Occupational Health & Safety Certificate – Oxbridge Academy (2018)
- Business Administration (INSETA) – 2017
- Banking NQF Level 5 (BANKSETA) – 2015–2016
- Grade 12 – Sithenjisiwe Secondary School (2012)

TECHNICAL & INDUSTRY EXPERTISE

VoIP • Networking • CCTV • Cloud Solutions • Unified Communications • CRM Systems • ERP (Acumatica) • Microsoft Office • Project Management Tools

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KEY ACHIEVEMENTS

- Consistently exceeded sales and revenue targets
- Built and maintained long-term client and partner relationships
- Improved customer retention and satisfaction
- Successfully managed multi-sector accounts (SMB, Enterprise, Government)