

# SHARAT MENON

Customer Success Specialist | Apple Solution Consultant | Growth Hacker & Marketing Specialist

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Hi I am Sharat,

I am an astute technology management professional with over eight years of experience specializing in customer success.

I offer technology solution consulting & designing to business enterprises, I am also adept at development of branding & marketing tools to aid growth of business.

## **Apple Enterprise Account Manager, Midis Group, Dubai-UAE, April 2017 – June 2020**

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As part of the Apple customer success and account management team at Midis Group, I am responsible for ensuring customer satisfaction, by offering customized enterprise IT solutions, conducting events & workshops to introduce new solutions & product offerings, along with, up-selling & cross-selling of afore-mentioned IT solutions to retain all business accounts & achieve desired YOY growth.

- ❖ Successfully added & retained over 80 new major business accounts in the first year, which generated over AED 11 million to help achieve objectives of Apple enterprise solution offerings to business enterprises in the EMEA region.
- ❖ The initial YOY growth exceeded all expectations at 70% and has been consistently maintained thereafter.
- ❖ Activated and handled Amazon EMEA account single handedly for selling Apple products.
- ❖ I conduct workshops, seminars and craft marketing plans for Apple enterprise solutions and other IT solutions, which can be collaboratively used with Apple, for our clients which has resulted in an overall direct 60% increase in total revenue of the business year on year.
- ❖ My initiative to get Apple + HP Device as a Service (DaaS) contracts signed, one with a Fortune 500 listed ride hailing firm and another a financial giant, enabled my organization to be the first IT system integrator in the EMEA region to achieve this distinction.
- ❖ I initiated an Apple iPad deployment project for a world-renowned multi-national aviation company, for 4500 iPad units to be managed via MDM & DEP, to be deployed across all departments for streamlining their business operations using Apple solutions.
- ❖ Interacting and working closely with C-level executives of business accounts and with IT distributors, partners and other channels to ensure business KPIs are met.
- ❖ Presenting product & MDM demos as well as proof-of-concepts to help accelerate business.
- ❖ I am proficient in offering & customizing SaaS, CSaaS, UCaaS, DaaS & MaaS solutions.
- ❖ Designing BYOD, CYOD, OPEX & CAPEX long term contracts with business enterprises.
- ❖ Pre-sales consultations and customer advocacy to address business pain points.

❖ Development of marketing & branding tools for product awareness & technology adoption.  
**Marketing Manager & Creative Producer, Aries Group of Companies, Dubai-UAE, Dec 2013 – Dec 2015**

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- ❖ Production & conceptualization of creative videos, preparing scripts and storyboards, travel shows, 2D & 3D animations and developing ideas for freshly brewed creative content.

**Strategic Business Consultant, Etisalat, Abu Dhabi-UAE, Nov 2012 – Dec 2013**

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- ❖ I was responsible for managed services solution designing which resulted in maximum cost and resource optimization for clients. This resulted in a revenue increase of 60% and an addition of key portfolio global business accounts for the company.
- ❖ Provided solution consulting of premium Etisalat services to business enterprises to help improve and optimize their telecom as well as IT infrastructure.
- ❖ Engaged with business enterprises from North America, Europe and Asia Pacific regions.

**Production Assistant, Grey Matter Entertainment, Mumbai-India, Sept 2011 – Nov 2012**

**Marketing Executive, The India Today Group, Mumbai-India, Aug 2010 – Aug 2011**

**Sales & Marketing Executive, Cafe Coffee Day, Mumbai-India, Nov 2009 – Aug 2010**

## **Education**

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Master of Management Studies – University of Mumbai – Aug 2008 to Nov 2010

Bachelor of Computer Applications – Nagpur University – June 2005 to June 2008

## **Contact**

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Email – [smenon.sharat@gmail.com](mailto:smenon.sharat@gmail.com)

Contact Number - +918925203574

## **References**

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Available on request

LinkedIn - <https://www.linkedin.com/in/sharat-menon-2a6ab715/>

Website - <https://www.sharatmenon.com>