

Shain D Souza

Regional Manager | Sales & Cross-Functional Leadership

M: +971 56 702 4809

Email: shaind17@gmail.com

LinkedIn: [linkedin.com/in/shain-dsouza-52b8151a0](https://www.linkedin.com/in/shain-dsouza-52b8151a0)

Full profile & experience: www.shainsouza.com

Location: Dubai, UAE

KEY ACHIEVEMENTS

Regional Leadership 5 years leading cross-functional operations across 7 global markets — building the teams, systems, and culture that drive consistent regional growth.

Revenue & Sales \$5M+ personally closed across enterprise contracts, 90% client retention on multi-year accounts, and \$2M in active pipeline heading into 2026.

Account Management 140+ enterprise clients across UK, India, UAE and Southeast Asia — avg 2-year contracts managed through C-suite relationships and structured QBRs.

Strategy & Operations Strategic advisor to the CEO on market entry, pricing, product, and organisational decisions — with direct responsibility for UAE compliance and government liaison.

PROFESSIONAL SUMMARY

Regional manager with a track record of building teams, opening markets, and closing enterprise deals across MENA, APAC, and global markets. Lead a 15-person cross-functional operation spanning sales, BD, content, and creative production, while personally driving \$5M+ in closed revenue and maintaining 90% client retention across multi-year accounts. Known for building the infrastructure others rely on: sales playbooks, onboarding frameworks, performance systems, and AI-powered automation. Serve as strategic advisor to the CEO and primary interface with government authorities, enterprise clients, and external agencies across seven markets.

PROFESSIONAL EXPERIENCE

Regional Manager · The Ticket Fairy DMCC Oct 2021 – Present · Dubai, UAE

Enterprise SaaS event technology platform - MENA, APAC, UK, USA, Australia.

Leadership & Team Management

- Lead a **15-person cross-functional team** spanning sales executives, BD partners, social media specialists, graphic designers, SEO writers, and an editorial lead, plus direct oversight of three specialist agencies.
- Set and own all targets: revenue and client acquisition targets for the sales team varied by region, and KPI frameworks for non-sales staff covering content output and organic traffic growth.
- Manage the full performance lifecycle - from structured 1-on-1 coaching and pipeline reviews through to formal PIPs and termination where necessary.
- Built all core operational frameworks from scratch: sales playbook, onboarding programme, performance management structure, and compensation model.
- Run weekly team meetings, pipeline reviews, and individual coaching sessions across all functions.

CEO Advisory & Strategic Decision-Making

- Trusted strategic advisor to the CEO - consulted on all major decisions across market entry, revenue planning, product priorities, and organisational structure.
- Identified high self-signup abandonment and led a strategic pivot, redeploying the sales team onto dormant account conversion, driving a **50% uplift** in self-signups going live.
- Personally set pricing strategy for the UAE market and negotiate directly with payment processors to improve platform unit economics.
- Drive quarterly strategy planning cycles with the CEO and contribute to regional budget and resource planning across all active markets.

- Primary government liaison, including **DET** relationship and sole owner of all UAE compliance matters.

Product & Revenue Operations

- Collaborate with engineering on feature scoping, UAT, and platform UX, acting as the commercial voice in product decisions and co-led optimisation of the sign-up to go-live flow.
- Architected the full revenue operations stack, **HubSpot CRM**, ClickUp, and Clay, delivering pipeline visibility and forecasting discipline.
- Built AI-powered outbound automation using Clay and **n8n**, improving lead qualification and reducing customer acquisition cost.
- Oversee B2B content strategy, producing SEO-optimised articles that drive inbound leads, alongside a B2C operation promoting client events to end customers.

Enterprise Sales & Market Expansion

- Personally closed **\$5M+** in enterprise contracts (~\$800K average, 2-year terms) through C-level engagement across **7 global markets** — with **\$2M** in active pipeline (2026).
- Led teams above target: UK team closed **£300K+** in revenue; India team acquired **140+ new clients**, including a ₹20M white label deal.
- Personally opened the **UAE and Bali markets**, securing early anchor clients and building the commercial foundation from the ground up.
- Maintain **90% client retention** across multi-year enterprise accounts through structured relationship management and regular business reviews.
- Negotiate bespoke contract terms, pricing structures, and technical requirements with organisations across the UAE, UK, USA, India, Singapore, Indonesia, and Australia.

Business Development Team Lead · Green World Safety & Security Consultancy *Feb 2020 – Sep 2021 · Dubai, UAE*

B2B SaaS — enterprise safety certification and compliance, petroleum and industrial sectors.

- Promoted to Team Lead within **6 months** after achieving the highest monthly revenue for 3 consecutive months.
- Led enterprise sales to Fortune 500 clients, including **Bharat Petroleum (BPCL)** and **Aditya Birla Group**, through multi-stakeholder consultative engagement.
- Executed full end-to-end enterprise sales cycles across petroleum, manufacturing, and industrial verticals.
- Identified and penetrated new verticals, delivering a **20% increase** in enterprise client acquisition year-on-year.
- Built a structured pipeline using CRM tools, implementing outreach cadences that improved lead-to-opportunity conversion.

Sales & Marketing Executive · Taj Hotels *May 2018 – Nov 2019 · Goa, India*

Luxury hospitality — corporate partnerships and high-value B2B relationships.

- Managed key B2B accounts with Thomas Cook, Cox & Kings, OTAs, and corporate clients across India.
- Negotiated high-value corporate contracts for long-term accommodation partnerships, conferences, and events.
- Executed data-driven marketing campaigns using customer segmentation and behavioural analytics.

TOOLS & TECHNOLOGY

CRM & Pipeline: HubSpot CRM · Pipedrive · Clay · LinkedIn Sales Navigator

Automation: n8n · Zapier · API Integration

Analytics & SEO: Google Analytics · Ahrefs · SEMrush · Surfer AI

Project Management: ClickUp · Slack · Google Workspace · Microsoft Office

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration — Sales & Marketing *Goa University · 2015 – 2018*

Google IT Automation with Python · Google / Coursera *In Progress*

Inbound Sales Certification · HubSpot Academy *Certified*