

Shain D Souza

REGIONAL SALES LEADER | HEAD OF SALES | MENA & APAC

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SUMMARY

Regional sales leader with 8 years' experience across MENA and APAC in enterprise SaaS and payments. Lead sales, sales enablement and account management teams while closing deals personally. Own regional partnerships, pricing and government relations, and advise the CEO on strategy. Run the full revenue engine: winning new business, renewing and expanding existing contracts, keeping operations running smoothly and ensuring compliance with regional regulations.

SNAPSHOT

\$7M+	Personal contract value signed in 2026	\$15M	Personal pipeline in qualified conversations
\$12.75M	Team contract value delivered against a \$15M annual target	\$40M+	Team pipeline, nearly 3x the annual target
15	Direct reports across sales, account management and marketing	90%	Client retention across enterprise accounts
200+	Sales meetings booked weekly by the SDR team	50%	Uplift in self-signups going live, by redeploying the team to dormant accounts

Team	SDR, BDR, BDM, Sales Executive, Account Management, SEO and B2B Social
Markets	UAE, Saudi Arabia, Oman, India, Indonesia, Australia, New Zealand, UK, USA
Partnerships	Working capital (up to \$5M per client), white-label payments, payment processors, insurance, marketing

EXPERIENCE

Regional Manager

Oct 2021 – Present

Ticket Fairy · Dubai, UAE

Y Combinator and 500 Global-backed SaaS and payments platform with \$300M+ processed. Angel investors include the founders of YouTube, Reddit and Twitch.

Team Leadership

- Lead a 15-person team across sales, account management and marketing against a **\$15M annual contract value target, delivering \$12.75M** with KPI-based goals for each role.
- Run an SDR function prospecting with Clay and LinkedIn Sales Navigator, **booking 200+ meetings a week** for BDMs and Sales Executives, with targets on outreach volume and qualified conversations.
- Direct SEO and B2B media, publishing **7 long-form articles and 80+ posts a week** across channels alongside paid ads, generating qualified inbound pipeline.
- Coach the team on prospecting, qualification, objection handling, product and tech stack, through daily stand-ups and weekly 1:1s. Run mystery-shopper demo bookings through third parties to audit rep quality.
- Own hiring for sales and enablement roles, and manage performance through structured coaching and PIPs.

Revenue & Clients

- Personally run enterprise demos and close multi-stakeholder, multi-year deals, including **StarLadder, TwitchCon and the official EDC Las Vegas afterparties.**

- Lead account managers across onboarding and renewals for **90% retention**, training them on account planning and conflict handling, and coordinating with engineering, QA and operations on delivery.
- Own CRM and pipeline governance in HubSpot across a **\$40M+ pipeline** and both sales and AM teams: hygiene, update cadence, stale-lead monitoring, response times and timely escalations.
- Built the RevOps stack (HubSpot, Clay, ClickUp) and AI-powered outbound automation with Clay and n8n, improving lead qualification and lowering acquisition cost.
- Led teams above target in new markets: **£300K+ delivered in the UK**, and **140+ clients in India**, including a ₹20M white-label agreement.

Strategy, Pricing & Partnerships

- Strategic advisor to the CEO and C-suite on pricing, market entry, product priorities and organisational structure. Set regional pricing strategy and negotiate directly with payment processors to improve unit economics.
- Structured capital (**up to \$5M working capital per client, 7 clients signed**), white-label payments, insurance and marketing partnerships that created new fee revenue and helped win deals.
- Represent the company externally as primary liaison with Dubai DET, Abu Dhabi DCT and other regulators, and at regional and international trade shows.

Business Development Team Lead

Feb 2020 – Sep 2021

Green World Safety & Security Consultancy · Dubai, UAE

B2B SaaS: cloud LMS and certification platform for industrial compliance training.

- Promoted to Team Lead within six months after delivering the **highest monthly revenue in the business three months running**.
- Sold multi-year LMS licences and certification programmes to enterprises including **Bharat Petroleum, Aditya Birla Group, Siemens and Tata**, navigating HSE, L&D and procurement stakeholders.
- Opened new verticals for a **20% year-on-year increase** in enterprise client acquisition, and built the outreach cadences later adopted team-wide.

Sales & Marketing Executive

May 2018 – Nov 2019

Taj Hotels (IHCL) · Goa, India

- Managed 20 B2B accounts across corporates, UHNW clients and travel trade (Thomas Cook, Cox & Kings), negotiating ₹1M+ room-night contracts.
- Sold MICE and event business across a 142-key luxury resort, building repeat corporate demand through long-term partnership agreements.

CORE SKILLS

Leadership	Team leadership & scaling · Hiring and headcount planning · Performance management & PIPs · Coaching · Compensation design · Agency management
Commercial	Enterprise SaaS sales · C-level negotiation · Go-to-market & market entry · Pricing strategy · Forecasting · Retention & QBRs
Operations	Government & regulatory liaison · Contract negotiation & compliance · Quarterly planning · Budget planning · Product collaboration
Technology	HubSpot · Pipedrive · Clay · Sales Navigator · n8n · Zapier · ClickUp · Google Analytics · Ahrefs · SEMrush
Languages	English (fluent) · Hindi (fluent) · Konkani (native)

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration, Sales & Marketing · Goa University

2015 – 2018

Inbound Sales Certification · HubSpot Academy