

Layeequddin MOHAMMED

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PROFESSIONAL SUMMARY

Sales & Business Development Leader with 8 years of progressive experience driving revenue growth, client acquisition, and high-performing teams across Canada, the United States, and international markets. Proven player coach with \$2.7M+ in directly generated revenue at Leyton while leading teams responsible for an additional \$2.5M+ in revenue. Experienced in complex B2B sales, C-suite engagement, territory strategy, pipeline development, contract negotiation, and commercial team leadership. Background spanning professional services, technology, SaaS, business consulting, government incentives, R&D tax credits, tax recovery, and non-dilutive funding.

SKILLS

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|----------------------------------|---------------------------------|----------------------------------|
| • Sales Team Leadership | • Strategic Sales Planning | • Revenue Growth Strategy |
| • Key Account Management | • Sales Forecasting & Reporting | • Contract Negotiation |
| • CRM & Sales Tools | • Territory Management | • Business Development |
| • Coaching & Mentorship | • Budget Management | • Cross-functional Collaboration |
| • Client Relationship Management | • KPI & Performance Management | • Risk Management |

EXPERIENCE

SENIOR INTERNATIONAL SALES MANAGER

July 2023 - Current

LEYTON CANADA INC, Calgary, Alberta

- Generated \$1.5M in individual new business revenue while simultaneously leading broader sales operations and strategic client development.
- Led sales teams to generate an additional \$1.3M in revenue, delivering approximately \$2.8M in combined individual and team revenue contribution.
- Managed geographically distributed teams across North America and Morocco, including Inside Sales, Business Development Managers, Team Leaders, and Quality Auditors.
- Developed and executed revenue, pipeline, and sales strategies while coaching teams against performance targets and commercial KPIs.
- Partnered with executives and board-level leadership to define organizational objectives, commercial priorities, and strategic growth initiatives.
- Strengthened relationships with senior client stakeholders while balancing new business acquisition with long-term account development.
- Helped create and structure new departments to support business expansion and the introduction of new service lines.
- Allocated resources across teams and initiatives based on expertise, workload, business priorities, and growth opportunities.
- Developed strategic business partnerships and represented the organization at client meetings and industry events.

SALES MANAGER

August 2022 - June 2023

LEYTON CANADA INC, Vancouver, British Columbia

- Generated \$1.2M in individual revenue while simultaneously leading the sales function, demonstrating strong performance as both an individual producer and people leader.
- Led the sales team to generate an additional \$1.4M in revenue through coaching, pipeline management, performance management, and sales strategy.
- Managed regional and divisional sales operations across Canada, developing business development strategies to increase client engagement and revenue.
- Recruited, trained, coached, and managed sales professionals while establishing performance expectations and conducting regular evaluations.

- Developed and implemented sales policies and processes to improve consistency across client acquisition and service delivery.
- Worked directly with C-suite executives and business owners across Canada and the United States, identifying opportunities involving tax recovery, government incentives, and non-dilutive funding.
- Collaborated with marketing and other internal teams to strengthen market positioning, value propositions, and client outreach.

SENIOR ACCOUNT EXECUTIVE

October 2021 - August 2022

SOFTCHOICE, Vancouver, British Columbia

- Managed full-cycle technology sales from outbound prospecting and discovery through negotiation, close, upselling, and cross-selling.
- Generated approximately \$300K in revenue, exceeding sales targets in 5 of 9 months while maintaining a \$1M+ sales pipeline.
- Promoted to Senior Account Executive within three months of joining the organization.
- Applied SPIN and Challenger sales methodologies to uncover business requirements, engage decision-makers, and develop strategic opportunities.
- Built relationships with new and existing accounts while identifying opportunities to expand technology solutions within the client base.

BUSINESS DEVELOPMENT REPRESENTATIVE

May 2021 - September 2021

RISE PEOPLE, Vancouver, British Columbia

- Developed new business pipeline through targeted outbound prospecting, qualification, and engagement across multiple industry verticals.
- Consistently worked against aggressive pipeline-generation targets, including 110 sales-accepted leads and 30 sales-qualified leads per month.
- Built relationships with business decision-makers and C-level stakeholders through structured CRM engagement.
- Coordinated with internal teams to progress qualified opportunities and schedule product demonstrations.

DIGITAL MARKETING STRATEGY AND SALES COORDINATOR

December 2020 - April 2021

LOKNOW, Vancouver, British Columbia

- Created and provided client-facing documents, deliverables, and campaign needs within set timelines.
- Supported Strategy and Sales supervisors and managers in building existing client relationships by addressing client needs in a timely and professional manner.
- Developed and communicated campaign strategies, objectives, scope, media, and budgets with clients to provide insight and achieve client goals.
- Collaborated with external partners such as agencies to assist with data collection, reporting, and A/B test development.
- Created A/B test plans and managed implementations.
- Built proposals for clients to best match their goals, then built and executed contracts for the same.

MARKETING MANAGER

December 2019 - April 2020

CONSTRUCTIVE SOLUTIONS, Vancouver, British Columbia

- Conducted marketing online research and database development (prospect market development).
- Created service quote drafts on CRM for clients and vendors.
- Organized marketing events, both outdoor and online, to create brand awareness within the construction industry.
- Coordinated event registration, tracking, communication, and event follow-up.
- Maintained website and social media content, news, and event listings on an ongoing basis.
- Updated CRM and performed data management daily to keep the system up to date.
- Coordinated marketing campaigns such as tradeshow, webinars, and seminars.
- Performed new hire training on product and operations.

MARKETING & SALES SPECIALIST

September 2018 - November 2019

ADVANTAGE SOLUTIONS, Vancouver, British Columbia

- Drove high-volume in-store sales through customer interactions and product demos.
- Coordinated with store managers during the transition to a new line of products, replacing former-generation products.
- Conducted bi-weekly product training for BestBuy employees on Epson products, using training materials such as charts and info memos.
- Collected competitive data through inventory checks and sales reports.
- Gathered customer response to new marketing materials and promotional campaigns by conducting weekly feedback surveys.
- Tracked performance of associates, including training, screening, interviewing candidates, and quality monitoring.

EDUCATION

Post Graduate Diploma in Marketing Management: Business - Langara College, Vancouver	May 2020
Bachelor of Business Management - Alagappa University	May 2017
Micro MBA in Leadership - McGill Executive Institute	Aug 2024

CERTIFICATIONS

Certified Risk Management Professional (CRMP)	Aug 2024
Lean Six Sigma Green Belt Certification	Jan 2024

AWARDS

Most Valuable Employee	Leyton Canada
Employee with most potential	Leyton Canada

ADDITIONAL INFORMATION

Active member with Calgary Drop-In, and a sponsor for Healing Hugs - a charity for underprivileged children in Africa; both are passion projects.

LANGUAGE

English - Proficient (C2)