

Sales & Business Development Manager

Job Reference: FITS-2026-01 | Start Date: Immediate

FITS Digital is looking for an experienced and commercially driven Sales & Business Development Manager to lead enterprise growth initiatives across UAE.

The ideal candidate combines strong consultative selling capabilities with a solid understanding of consulting and digital transformation services including AI, Automation, Business Process Management, Enterprise Architecture, and enterprise technology consulting. This role is focused on building and managing a qualified sales pipeline, developing strategic client relationships and driving end-to-end business development activities.

Key Responsibilities

- Build, develop and manage a strategic target account pipeline across UAE
- Identify new business opportunities and drive proactive lead generation activities
- Conduct structured discovery meetings, stakeholder mapping and business needs assessments with senior executives and decision-makers
- Own and manage the complete sales lifecycle from prospecting through proposal submission, negotiation, and contract closure
- Develop high-quality commercial and technical proposals in collaboration with consulting and technical teams
- Establish trusted relationships with C-level executives, department heads and procurement stakeholders
- Drive consultative selling engagements focused on consulting services and digital transformation initiatives
- Identify, initiate, and manage strategic partnerships with technology vendors and ecosystem partners
- Maintain a disciplined pipeline with accurate forecasting, reporting, and opportunity tracking for executive management
- Represent FITS Digital at industry forums, conferences, government engagements and networking events
- Continuously monitor market trends, competitor activity and emerging technology opportunities

Required Qualifications

- Bachelor's degree in Business, Technology or a related field
- 3-5 years of experience in sales, business development, or consulting services sales within the UAE market
- Proven experience selling technology and consulting services to government or large enterprise clients
- Strong understanding of one or more of the following domains: Artificial Intelligence (AI), Intelligent Automation / RPA, Business Process Management (BPM), Enterprise Architecture, Digital Transformation, Enterprise Platforms and Integration
- Strong existing network within UAE ecosystem
- Demonstrated success in building and managing a healthy sales pipeline and achieving revenue targets
- Strong consultative selling, presentation, negotiation, and stakeholder management skills
- Existing network within UAE government and enterprise sectors is highly preferred
- Ability to engage both business and technical stakeholders confidently
- Excellent Arabic and English communication skills (written and verbal)