

JAYANI (JAY) PERERA

CHANNEL PARTNER MANAGER | ACCOUNT EXECUTIVE | CLOUD SALES PROFESSIONAL

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PROFESSIONAL SUMMARY

Dynamic Channel Account Manager and Cloud Sales Professional with over 10 years of experience in enterprise SaaS, cloud technology, and partner enablement across global markets. Proven success in driving channel growth, scaling partner ecosystems, and closing high-value software deals across North America and APAC. Adept at building joint GTM strategies, enabling partner networks (VARs, MSPs, Distributors), and collaborating cross-functionally with sales, marketing, and product teams to increase pipeline and revenue. Highly skilled in Salesforce, Microsoft Dynamics, and CRM tools to track KPIs, forecast revenue, and identify growth opportunities.

CORE COMPETENCIES

Channel Sales & Partner Enablement | SaaS, Cloud & Networking Solutions | Partner Co-Sell Strategy & Execution | Strategic Relationship Building | SMB & Mid-Market Growth Strategy | Cloud Solution Provider (CSP) Management | Business Applications Expertise (D365, Power Platform) | Partner Onboarding & Training Programs | Revenue Forecasting & KPI Analysis | Deal Structuring & Commercial Acumen | Channel Sales Enablement | Data-Driven Sales Planning | AI & Digital Transformation Advocacy | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Maximus Canada

Partner Development Manager

August 2025 to Present

- **Build Partner Business Plans:** Develop and execute joint business plans that align partner strengths with Maximus TCS priorities (AI/ML, data & analytics, cyber, contact center modernization, application modernization). Set revenue, solution, and capability milestones with quarterly checkpoints.
- **Drive Pipeline & Co-Sell Execution:** Orchestrate partner-sourced and partner-influenced pipeline across targeted industries and public sector accounts. Build deal strategies, run weekly deal reviews, and coordinate co-selling between Maximus sellers, solution architects, delivery leaders, and partner field teams to increase win rate, ACV/TCV, and services attach.
- **Establish a Rhythm of Business (RoB):** Run monthly operating reviews and quarterly executive business reviews with clear KPIs (pipeline coverage, conversion, bookings, backlog burn, utilization, attach, NRR). Maintain predictable forecasting using CRM dashboards and proactively surface risks/opportunities with action plans.
- **Stakeholder Alignment & Escalation Management:** Serve as the primary liaison between partner leadership and Maximus executives. Align on account priorities, marketing motions, and delivery readiness; clear blockers quickly and manage escalations to resolution.
- **Business Development & GTM:** Co-create GTM plays with partners (offers, workshops, POVs, accelerators). Launch campaigns for new customer acquisition, cloud/data migrations, security uplift, and AI solution adoption; measure ROI and iterate.
- **Marketing & Demand Generation:** Partner with Marketing to run joint campaigns, events, and thought leadership. Convert activity to qualified opportunities and ensure follow-through to close.
- **Governance & Compliance:** Ensure contracting, data privacy, public-sector procurement, and brand/use-of-marks guidelines are followed. Maintain accurate CRM hygiene and executive-ready reporting.

Trillium System Solutions Inc.

Customer Success Manager

July 2023 to August 2025

- **Serve as a strategic advisor to cloud customers,** including SMBs migrating to Azure, AWS, and Oracle Cloud, ensuring solution alignment with business goals and ROI realization.
- **Partner with internal sales and engineering teams** to design tailored cloud strategies, identifying up-sell opportunities that have contributed to **measurable account expansion.**
- **Support long-term retention and renewals** through proactive performance analysis and roadmap planning, particularly for customers in transition to cloud-based Dynamics and ERP systems.

Microsoft, Toronto, Canada

Azure Digital Partner Channel Specialist -SMC

July 2022 to July 2023

- Led a portfolio of 30+ North American Azure CSP partners, executing strategic joint business plans and GTM motions that resulted in a 15% YoY increase in pipeline velocity and 3x adoption of Azure solutions including M365 and Dynamics-related workloads.

- Developed and deployed co-sell strategies through Microsoft Customer Engagement Methodology (MCEM), leading to a 25% uplift in qualified opportunities and higher CSP revenue attainment.
- Leveraged Power BI and MSX insights to identify performance gaps and implemented remediation plans with partners, which improved deal conversion rates by 20% and reduced sales cycle duration by 12%.
- Accelerated co-branded solution launches by aligning partner capabilities with Microsoft's Business Applications strategy, helping pinned partners secure top deals exceeding forecast thresholds.
- Delivered structured partner enablement programs, including licensing, incentives, and Dynamics 365 selling frameworks, increasing readiness and yield across CSP sales motions.

Microsoft, Toronto, Canada

Sales Associate

May 2022 – July 2022

- Leveraged cutting-edge digital sales technologies to deliver high-impact customer interactions, driving volume, value, and velocity within the assigned sales territory.
- Collaborated with Digital Hub resources (Solution Advisory, Deal Strategy, Digital Assets) to accelerate sales cycles and maximize customer engagement across multiple accounts.
- Worked closely with Partner Business Managers to develop and execute territory-specific partner business plans focused on growth, market expansion, and revenue generation.
- Supported business development activities across industry specializations; introduced innovative strategies to generate new pipeline through marketing campaigns, sales development efforts, and partner collaboration.

Successfully closed deals totaling \$25,000 in the first quarter, exceeding targets, and setting a strong precedent for the team.

Managed a robust sales pipeline worth \$1.3 million, ensuring a steady flow of opportunities for the sales team.

Oracle Corporation, Kuala Lumpur, MY

November 2018 – November 2020

Team Lead / Business Development Consultant – OD Prime

- **Directed regional partner strategy for high-growth SMB territories**, achieving a **159% YoY increase in pipeline** and **62% conversion rate** through targeted co-sell initiatives.
- **Onboarded and enabled new CSP-aligned channel partners**, delivering GTM and sales enablement sessions tailored to Oracle HCM and ERP cloud solutions.
- **Negotiated strategic deals** with C-level stakeholders, driving over **\$750K in new revenue** and earning 3 JAPAC BDG Tech Silver Awards for partner performance and pipeline acceleration.
- **Led quarterly business reviews with partners**, using data-driven insights to optimize sales investment and territory planning for ongoing CSP growth.

KEY ACCOMPLISHMENTS:

- JAPAC BDG Tech - Silver Award - Q1 FY21: Demonstrated excellence by establishing and nurturing strong C-level relationships, resulting in an upside pipeline exceeding \$750,000.
- JAPAC BDG Tech - Silver Award - Q3 FY20: Achieved a remarkable increase in pipeline to sales conversion rates, elevating it from 15% to an impressive 68%. This accomplishment was driven by the effective utilization of resources and innovative marketing strategies.
- JAPAC BDG Tech - Silver Award - Q1 FY20: Successfully forecasted and optimized a new territory's pipeline growth, achieving a remarkable 159% increase. This surge in pipeline performance led to a substantial sales conversion rate of 62%.

Microsoft, Kuala Lumpur, MY

Inside Sales Representative -APAC

October 2016 – November 2018

- **Built and managed a CSP pipeline across SMB and SMC segments**, acquiring 20+ net-new cloud customers in under 12 months, contributing to an **80% increase in annual cloud revenue**.
- **Launched successful short-term pilot projects with key channel partners**, 75% of which converted to full-scale Dynamics 365 deployments, supporting regional growth in Business Applications.
- **Collaborated with partner account managers and technical teams** to drive customer-specific account planning, resulting in **178% attainment of revenue targets** and enhanced co-sell partner velocity.
- **Influenced partner strategy and co-sell alignment** through detailed telemetry reporting and business reviews, earning the **Microsoft Cloud Pinnacle Award** for exceeding cloud targets by 163%

KEY ACCOMPLISHMENTS:

- Microsoft Program 100 Club - Recognition of overachieving Microsoft Revenue Target for FY17 up to 178%.

- Microsoft Cloud Pinnacle Award - Recognition of overachieving Microsoft Cloud Revenue Target for FY 17 up to 163%
- Top Performer Q4 for the year 2016 awarded by Microsoft; Best Solution Seller for the year 2016.
- Acquired 20 new clients in 2018, generating an 80% growth in annual revenue through cold calling and referrals.

CERTIFICATIONS

DP 300 - Azure Database Administrator Associate - Issued by Microsoft
 AZ 140 - Azure Virtual Desktop Specialty - Issued by Microsoft
 AZ 900 - Azure Fundamentals - Issued by Microsoft
 AI 900 - Azure AI Fundamentals - Issued by Microsoft
 AZ 305 - Designing Microsoft Azure Infrastructure Solutions - Issued by Microsoft
 SC 900 - Security, Compliance, and Identity Fundamentals
 MS 900 - Microsoft 365 Certified: Fundamentals
 Oracle Cloud Infrastructure 2023 AI Certified Foundations Associate
 Oracle Cloud Data Management 2023 Certified Foundations Associate
 Oracle Cloud Infrastructure Foundations 2020 Certified Associate
 Google Cyber Security Certificate – Issued by Google
 Introduction to Information Technology and AWS Cloud

EDUCATION

Master of Business Administration & Management
 Aldersgate College, Solano, Nueva Vizcaya,
 Philippines, 2014
 Diploma in Business Management – ABE | Oxford
 College, Colombo, Sri Lanka | 2007

TOOLS & PLATFORMS

Salesforce, Oracle ERP, Microsoft Dynamics, CPQ Tools, Power BI, Zoom, LinkedIn, Canva, Adobe, Excel

AVAILABILITY

Open to remote and hybrid roles across Canada, with ability to support global time zones and partner networks.