

SALAH EDDINE BENTALBA

REGIONAL ACCOUNT MANAGER | ENTERPRISE MOBILITY & CHANNEL SALES

Enterprise Accounts | Channel Development | Presales | UEM and MDM | Africa

KEY CERTIFICATIONS

42GEARS SUREMDM EXPERT

ANDROID ENTERPRISE EXPERT

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PROFESSIONAL SUMMARY

Regional account manager and enterprise mobility specialist with 14+ years of IT experience, including seven years at SOTI in technical support, presales, sales engineering, solution consulting, and regional account management across Africa. Co-founded MobiConnect Technologies and now leads enterprise account development, partner engagement, solution strategy, architecture, delivery, and customer success for UEM, MDM, rugged mobility, cloud, and on-premises programs. Combines commercial ownership with hands-on technical credibility and executive-level communication.

CORE EXPERTISE

Sales and account management: Territory planning; pipeline development and forecasting; regional account management; channel development; enterprise sales; renewals and expansion; discovery; solution positioning; RFPs and tenders; commercial negotiations; partner enablement; customer success

Technology: 42Gears SureMDM; Android Enterprise; Google Zero-Touch; Microsoft Intune; Apple Business Manager; Samsung Knox; endpoint security; kiosk; certificates and PKI; cloud, on-premises, and disconnected deployments

CAREER HIGHLIGHTS

- Achieved 115% of new-business and add-on quota and earned President's Club recognition in the first year as Regional Account Manager.
- Supported and delivered 50+ enterprise mobility deployments covering 50,000+ endpoints across Africa since 2016.
- Contributed to growing the African customer base from zero in 2016 to more than 130 organizations by 2023.
- Selected to represent SOTI at GITEX Dubai for eight consecutive years across technical support, presales, and account management roles.

PROFESSIONAL EXPERIENCE

MobiConnect Technologies | Co-Founder and Technical Director

2022 - Present

Morocco and Africa

- Co-founded and leads a specialized enterprise mobility integrator, with responsibility for enterprise accounts, solution strategy, technical presales, architecture, delivery governance, partner coordination, critical escalations, and customer success.
- Designs and delivers 42Gears SureMDM environments across cloud, on-premises, and disconnected settings, integrating Android Enterprise, Google Zero-Touch, Apple Business Manager, Samsung Knox, certificates, networking, security controls, and business applications.
- Leads customer discovery, demonstrations, proofs of concept, commercial and technical proposals, tenders, implementation planning, production launches, support, and training for enterprise customers.
- Initiated MobiTracking: daily and total vehicle mileage with estimated fuel consumption from SureMDM GPS data.
- Initiated MobiCatalog: FMCG digital catalog management with usage KPIs and activity indicators.
- Builds strategic relationships across the 42Gears and Android Enterprise ecosystems, including Zebra, Samsung, telecom operators, distributors, and technology partners.

SOTI Inc. | Regional Account Manager, North and West Africa

2021 - 2023

North and West Africa

- Achieved 115% of new-business and add-on quota and earned President's Club recognition for top-performing account managers globally in the first year.
- Owned territory strategy, pipeline development, forecasting, renewals, executive engagement, opportunity management, proposals, and commercial negotiations across North and West Africa.
- Managed strategic telecom and industrial accounts spanning 5,000 to 20,000 devices and enterprise opportunities valued in the hundreds of thousands of dollars.
- Developed and enabled a multi-country partner network, coordinating distributors and resellers while working closely with a Morocco-based Presales and Professional Services Consultant on regional opportunities and deployments.

SOTI Inc. | Senior Solutions Consultant and Sales Engineer, Africa**2016 - 2021**

Africa

- Progressed through technical support, presales, solution consulting, and sales engineering roles, developing a combined technical and commercial understanding of enterprise mobility programs.
- Delivered solution architecture, demonstrations, proofs of concept, RFP responses, implementation guidance, troubleshooting, and partner and customer enablement for enterprise UEM deployments.
- Supported Android, iOS, and Windows fleets using Zebra, Honeywell, Samsung Knox, and Crosscall endpoints, including enrollment, application deployment, certificates, connectivity, kiosk, remote control, upgrades, and production support.

Atos | IT Consultant, Microsoft BizTalk and .NET**2013 - 2016**

Morocco

- Delivered enterprise integration solutions using Microsoft BizTalk, .NET and C#, SQL Server, XML, web services, and APIs across requirements analysis, interface design, implementation, testing, release, and production support.
- Investigated incidents, maintained business-critical integration flows, collaborated with customer and delivery teams, and documented technical resolutions and operating procedures.

Capgemini | IT Consultant and Software Engineer**2012 - 2013**

Morocco

- Developed, tested, maintained, and supported enterprise applications within structured client-delivery teams, contributing to requirements, defect resolution, releases, and technical documentation.

SELECTED ENTERPRISE MOBILITY ENGAGEMENTS

- 42Gears SureMDM programs across financial services, mining, real estate, and enterprise services, covering platform configuration, enrollment, security policies, application deployment, remote support, administration, operational assistance, and training.
- Earlier enterprise UEM programs across telecommunications, transport, aviation, banking, mining, industry, and public safety, with deployment scopes ranging from hundreds to tens of thousands of endpoints.
- Delivered or supported architecture, platform deployment, systems integration, enrollment, application and security policies, upgrades, production operations, troubleshooting, and knowledge transfer across cloud and on-premises environments.

ACADEMIC AND TRAINING EXPERIENCE**HEC Rabat, EMSI, and College de Paris | Part-Time Adjunct Lecturer****2024 - Present**

Rabat, Morocco

- Teaches digital transformation, data governance, cloud computing, cybersecurity, applied artificial intelligence, Android development, DevOps, programming, and information systems security across executive, engineering, and bachelor's-level programs.

EDUCATION**EMSI:** Engineering Degree, MIAGE, 2007 - 2012**Universite Nice Sophia Antipolis, now Universite Cote d'Azur, France:** Master 2 MIAGE, New Technologies and Project Management track, 2011 - 2012**CERTIFICATIONS**

Google Android Enterprise Expert | 42Gears SureMDM Expert | SOTI ONE Expert | ITIL Foundation

LANGUAGES, ENTREPRENEURSHIP AND COMMUNITY**Languages:** Arabic (native); French (fluent); English (fluent)**Entrepreneurship:** Founder Institute Alumnus, 2026**Community leadership:** Coach and Expert, Next-Gen EMSI Hackathon, 2024 and 2025; TEDxEMSI Speaker, 2012; TEDxEMSI Organizer and License Holder, 2011; TEDxHay Co-Organizer, 2010