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## Ronnie Sabnani

Associate

Ronnie is a proven sales leader delivering value for over 22 years in sales and marketing, particularly solution positioning and consulting within the enterprise application industry. He leverages his skillset of active listening and collaboration to uncover his clients' most pressing issues, working towards mutually agreed upon objectives and increasing client conversion rates.

Prior to joining ValueSelling Associates, Ronnie was the Senior Director of Strategic Consulting at Pitney Bowes where he increased the client conversion rate from 19% to 62%. During his time at Pitney Bowes, Ronnie worked closely with all levels of the client organization to identify business improvement opportunities, refine corporate visions, and articulate long-term roadmaps. Before joining Pitney Bowes, Ronnie held the position of the Director & Lead of Strategic Consulting for Infor's APAC region.

Ronnie creates added value by working tirelessly to identify ways clients can differentiate from their competition by performing extensive research and analysis on the clients' behalf. He values trust and transparency and will go the extra mile to create meaningful interactions with prospects, clients, and colleagues, alike.

He earned an Engineering and Computing degree, with Honors, from Monash University. Ronnie is accredited with IEEE Australia and is also certified in several sales and presales methodologies.

Whether hard at work or during his free time, Ronnie passionately advocates his own life philosophy where he "Lives for the Moment. Looks for the Best. Loves every Challenge."

Keep it simple. Drive results.