

Ines Garaplija

Enterprise Sales Executive | AI & Cloud Solutions

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linkedin.com/in/ines-garaplija • Open to relocation across Europe (Germany / Spain)

PROFESSIONAL SUMMARY

Results-driven enterprise sales executive with 5+ years in B2B technology sales, currently driving AI and business-applications revenue across the DACH enterprise segment at Microsoft. Consistent overachiever – 172% (FY25) and 186% (FY26) of quota – selling complex digital-transformation solutions (Dynamics 365, Power Platform, Copilot) to Public Sector, Healthcare, Energy and Manufacturing customers. Track record of repeatedly closing seven-figure, large-ticket deals by driving C-level and multi-stakeholder engagement through complex, often public-tender sales cycles and coordinating implementation partners from proposal to go-live. Signature wins include **€6.9M TCV with a German public insurer** and **€8M TCV with an Austrian energy provider**. Combines individual-contributor sales excellence with proven leadership built as Head of Sales in the startup sector. Fluent in English and German, trilingual, and mobile across Europe.

CORE COMPETENCIES

- Enterprise & solution selling (full sales cycle)
- Quota attainment & pipeline management
- C-level engagement & stakeholder management
- Partner & channel co-selling
- Digital transformation consulting
- Team leadership, coaching & enablement
- AI & SaaS business applications
- Dynamics 365 & Microsoft Power Platform
- Microsoft Copilot & AI integration
- Territory & account planning
- Go-to-market & sales strategy
- Forecasting & sales reporting

PROFESSIONAL EXPERIENCE

Enterprise Sales Executive – AI & Cloud Solutions

Jan 2024 – Present

Microsoft Berlin (Germany)

- Own the end-to-end enterprise sales cycle for Microsoft's AI and cloud solutions portfolio (Azure, Copilot, Dynamics 365, Power Platform), helping organisations accelerate modernisation and digital transformation.
- Exceeded quota at 172% in FY25 and 186% in FY26, ranking among the top-performing enterprise sellers in the region.
- Lead strategic, multi-million-euro deals and complex sales cycles across Public Sector, Healthcare, Energy and Manufacturing, building trusted relationships with C-level executives and senior business leaders.
- Orchestrate cross-functional teams and implementation partners to translate transformation strategies into scalable cloud solutions and measurable business outcomes.
- Position Microsoft's AI and cloud technologies as the entry point for enterprise-wide modernisation and long-term recurring-revenue growth.

Head of Business Development

Jan 2023 – Dec 2023

MAIA (formerly Prodlane GmbH) Munich, Germany

- Built the sales and marketing strategy of an early-stage industrial-tech startup from the ground up, across B2B and B2C (industrial & manufacturing) segments.
- Identified and developed new market opportunities and customer segments, establishing the first repeatable sales motion.
- Recruited, managed and coached the sales team – setting targets, running training and building the reporting cadence.

Head of Sales

Jan 2021 – Dec 2022

SunRoof Germany GmbH *Munich, Germany*

- Promoted from Inside Sales Representative to Head of Sales & Marketing for the German market within one year.
- Closed the two largest company-wide deals and secured operating cash flow without additional investor funding.
- Re-designed the digital sales landscape, cutting the team's time invested per customer by 50%.

EARLIER EXPERIENCE

Master Thesis ("Coalescence Innovation") · **Seedble**, *Rome, Italy*

Sep 2020 – Feb 2021

Product Management & Mercedes me Intern · **Daimler AG**, *Stuttgart, Germany*

Feb 2019 – Aug 2019

Charging Infrastructure Intern (DACH & Eastern Europe) · **Tesla**, *Munich, Germany*

Jan 2018 – Aug 2018

Clearing Support Working Student · **CACEIS**, *Munich, Germany*

Oct 2016 – Sep 2017

Private Banking Intern & Working Student · **Berenberg**, *Munich, Germany*

Jun 2015 – Jun 2016

EDUCATION

M.Sc. Economics & Communication for Management and Innovation

2019 – 2021

Sapienza University of Rome *Italy*

Erasmus Exchange Semester, Economics (Scholarship)

2020 – 2021

University of Southampton *United Kingdom*

B.Sc. Applied Economics

2014 – 2018

Ludwig-Maximilians-Universität (LMU) Munich *Germany*

CERTIFICATIONS

- Microsoft Certified: Power Platform Fundamentals (PL-900)
- Microsoft Certified: Azure Fundamentals (AZ-900)
- Microsoft Certified: Security, Compliance, and Identity Fundamentals (SC-900)

LANGUAGES

Fluent: English, German, Bosnian

Basic: Spanish, French, Italian