

DRITAN MANAJ

SaaS Sales Leader · EdTech & AI-Driven Solutions · DACH Region

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PROFESSIONAL SUMMARY

Results-driven SaaS Sales & Business Development leader with 10+ years of experience closing enterprise deals and building lasting client relationships across the DACH region. Proven track record in EdTech and B2B SaaS—including AI-enhanced academic integrity solutions at Turnitin—with a consultative, data-informed sales approach. Adept at navigating complex multi-stakeholder sales cycles from teacher level through district administration. Multilingual (English, German, Italian, French) with a natural ability to adapt across cultures and industries. Passionate about AI-driven innovation and future-proof technology that genuinely transforms how people learn, work, and grow.

CORE COMPETENCIES

Enterprise SaaS Sales · New Business Development · Account Management · EdTech Solutions Pipeline Management (CRM) · Product Demonstrations · Consultative Selling · AI Product Positioning Team Leadership · Strategic Planning · Multi-lingual Client Relations · Market Expansion (DACH)

PROFESSIONAL EXPERIENCE

Account Manager / New Business Manager | [Turnitin LLC](#) 2021 – Present

Turnitin is a global leader in AI-powered academic integrity and learning tools used by millions of educators and students worldwide.

- ▶ Drive new business and expand existing accounts across a defined DACH territory, building pipeline from prospecting through contract close.
- ▶ Manage full sales cycle: product demos, stakeholder meetings, contract negotiations with educators through district-level decision makers.
- ▶ Regularly exceed quota through consultative selling, leveraging Turnitin's AI and machine learning capabilities as key differentiators.
- ▶ Build long-term client relationships with schools, universities, and governmental education authorities.

Business Development Manager – SaaS Sales | [Limbiq.com](#) 2020 – 2021

Limbiq is an innovative SaaS HR/learning platform serving German-speaking markets.

- ▶ Spearheaded new business acquisition for DACH region; personally onboarded the company's largest client to date.
- ▶ Led full-funnel outreach including cold outreach, phone/video pitches, email, and LinkedIn prospecting.
- ▶ Conducted product demos and deal closings in collaboration with founder team and senior sales management.
- ▶ Maintained and optimised CRM pipeline for consistent, data-driven follow-up and accurate forecasting.

Sales Consultant / Customer Training | [Exprivia SpA](#) 2016 – 2018

- ▶ Sold and implemented Radiology Information Systems for 5 hospital structures via cloud-based network.
- ▶ Assessed customer requirements and designed optimal software solutions for radiology departments.
- ▶ Translated complex technical concepts into clear, accessible language for non-technical clinical staff.

Managing Director | [Akin Laboratory Instruments](#) 2016 – 2019

- ▶ Directed full P&L, HR, sales, legal, and accounting for a medical laboratory instruments distributor.
- ▶ Saved \$10,000+ annually through strategic resource and vendor management.
- ▶ Managed \$20,000+ inventory; built a team and opened new regional branch offices.

Sales Consultant – Point-of-Care Ultrasound | [Alpinion Medical Systems](#) 2019 – Present

- ▶ Sold diagnostic ultrasound equipment to hospitals and clinics across the Albanian market.
- ▶ Delivered product training and technical support to medical professionals.

Branch Manager | **Evolve Studio** 2019 – 2020

- ▶ Managed branch operations, staff performance, and business development initiatives.
- ▶ Boosted branch sales through customer loyalty programs and team coaching.

Key Account Manager | **Hilti** 2009 – 2014

- ▶ Managed a portfolio worth \$150,000+, coordinating a team of 3 sales representatives.
- ▶ Increased retail volume by 30% within 12 months through targeted sales strategy.
- ▶ Consistently exceeded sales quotas across multiple product lines and regions.

Co-Founder & Digital Marketing Lead | **Jeto.ai – Online Medical Portal** 2014 – 2017

- ▶ Co-founded and scaled an online medical information and marketing portal.
- ▶ Ran paid social and Google Ads campaigns achieving an average of 3,000 engaged users per ad.
- ▶ Built and managed SEO strategy and CRM system (Zoho) for client outreach.

EDUCATION

Business Administration & Management | **Quinsigamond Community College, Massachusetts, USA** 2001 – 2007

LANGUAGES

English — Native/Fluent **German** — Professional **Italian** — Professional **French** — Intermediate

LINKEDIN HEADLINE (SUGGESTED)

 *SaaS Sales | EdTech & AI Solutions | DACH Region | Turnitin | Multilingual Business Developer*