



# ROHAN KATHIRIYA

## BUSINESS DEVELOPMENT MANAGER

### Profile

Result-driven and proactive Lead Generation Executive Manager with over 4 years of experience in B2B lead generation, sales pipeline development, and client relationship management. Proven track record in driving business growth, generating high-quality leads, and managing sales teams. Adept at implementing digital outreach strategies, CRM systems, and nurturing long-term client partnerships.

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## EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER

TRANSCODEZY IT SOLUTION , SURAT

**APRIL 2021 - MARCH 2024**

- Developed and executed strategic lead generation plans for B2B SaaS and IT service offerings.
- Successfully increased qualified lead conversion by 40% through targeted LinkedIn and email outreach.
- Managed CRM systems (HubSpot, Zoho) for accurate lead tracking and reporting.
- Trained and mentored a team of junior lead generation executives.

### BUSINESS MANAGER

BRAINCUBER TECHNOLOGY , SURAT

**MAY 2024 - PRESENT**

- Spearheaded business development efforts and expanded client base by 35% within the first year.
- Designed and implemented lead generation strategies targeting international markets (USA, UK, UAE).
- Led a team of 5 sales associates, overseeing outreach campaigns and performance KPIs.
- Managed end-to-end client lifecycle including proposals, negotiations, and onboarding.

## EDUCATION

### SECONDARY SCHOOL

RYAN INTERNATIONAL SCHOOL

**2007 - 2017**

### BACHELOR OF BUSINESS ADMINISTRATION

YORK UNIVERSITY, TORONTO, CANADA

**2017- 2020**

## SKILLS

- B2B Lead Generation
- Email & LinkedIn Outreach
- Sales Pipeline Management
- CRM Tools (HubSpot, Zoho, Salesforce)
- Market Research & Targeting
- Business Development
- Client Relationship Management
- Team Leadership & Mentoring