

RAKSHITH VENKATESH

SENIOR MANAGER –ENTERPRISE SALES

Senior Digital Sales & Business Development Professional with Over 12 years of Experience in SAAS & PAAS Solutions seeking senior level Digital Sales Management assignments with an organization of high repute.

Executive Profile

- **Excellence in leading** digital sales agenda by identifying current and future product & solutioning opportunities through deep client engagement, technology partnerships and awareness of business trends influencing consumer behaviour
- **Exceptional talent** in providing digital/ transformational fintech solutions that engage executive management and diverse teams with focus on enhancing customers experience
- **Compressive understanding** of end-to-end customer life cycle with B2B products or services with proven track record of driving cross functional teams to deliver digital platforms (features) on tight deadlines
- **Customer-obsessed** and digitally savvy with a strong interest in consumer financial products
- **Impressive success** in utilizing both strategic and tactical thinking in a highly ambiguous and competitive environment
- **Expanded marketing** reach of older products into emerging digital and online platforms
- **Developed and executed** digital sales strategies at all managed accounts

Professional Experience

Feb'22-June 2022

Easebuzz , Bangalore as Senior Manager –Enterprise Solutions

Responsibilities:

- Onboarding and retention of Marketplace merchants & Partners across South & East India
- Analyzing markets and gathering essential requirements from developed house products and utilizing them in the favour of the organization
- Engaging in Lead Generation, Prospects and Converting them into potential clients
- Accomplishing sales targets as assigned by the organization month-on-month basis
- Supervising sales operations with the objective of attaining accelerated growth
- Monitoring programs cross-functionally to ensure adherence to SLA's.
- Performing End to End Sales, Account Management & Sales Strategies for the growth of the organization
- Predicting data trends and client performance & developing solid strategic sales plans, strategic pitches and sales presentations

Previous Experience

Sept'17-Oct'21

Housing.com , Bangalore as Manager -Strategic Accounts

Highlights:

- Established revenue of 5.5 cr vs. a target of 7cr for the years 2018, 2019 & 2020 via unbilled & renewed accounts
- Ranked among the Top 3 Strategic Account Managers consistently for the years 2018, 2019 & 2020 with over 85 % achievement of targets
- Designed and executed 360 degree prelaunch campaign by selling customized Platform & Consulting Residential Analytics Solutions into Named Enterprise Accounts & their agencies in the Bangalore Region with an average fee of 20 Lakhs+ billed per project launch for a 60 to 90 day campaign



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Key Impact Areas

Digitization & Process Excellence
Revenue Maximization
Digital Partners Engagement
Customer Success Management
New Business Development
SaaS & Fintech Sales
Strategic Alliances
Strategic Account Management

Soft Skills

Critical Observer

Quick Witted

Business Trend Awareness

Self-Supervising

Ergonomic Sensitive

Education Qualification

Apr'16 – Jul'17

Magicbricks.com, Bangalore as Territory Manager – Strategic Accounts

Highlights:

- Ranked among the Top Five Key Account Managers nationwide for revenue and selling exclusive campaigns to Brand Equity Clients consecutively
- Accomplished revenue of 1.7 cr vs. an annual target of 2 cr for the year 2016 via unbilled accounts
- Recognised among the Top 3 Strategic Account Managers in Q1 of 2017 with over 70% achievement of target

Jan'14 – Sep'15

Housing.com, Bangalore as Area Manager – Corporate Sales

Highlights:

- Closed two strategic deals/ online campaigns with key builders with fixed and variable fee-based arrangement, by devising an online selling solution for their upcoming and recent projects with inventory; Total Deal Size – 3 Cr + Brokerage
- Accomplished four strategic deals with top builders in the city for a Mega Online and Offline Event with the country's largest bank; Total Deal Size – 80 Lakhs + Brokerage

Oct'12 – Sep'13

Right Horizons, Bangalore as Manager – Corporate Sales

Highlights:

- Attained an advisory fee of 2%; Deal Size – 20 Crores
- Identified a manufacturing company with interests in Acrolloy metal and initiated discussions on their behalf, aiding in signing up a royalty arrangement for the clients offering; Deal Size – 25 Crores
- Acquired recurring business from an Indian pizza retail chain, by establishing their presence in the Middle East and Asian markets; Deal Size – 55 Crores

Jul'11 – Oct'12

Centrum Wealth Management Ltd., Bangalore as Relationship Manager

Highlights:

- Received 'Acquisition Excellence Award' for booking a couple of Private Wealth Investment deals of 4 crores with an upfront advisory fee of 2 lakhs
- Felicitated with 'Acquisition Excellence Award' for booking the highest corporate investment deal of 3.15 crores with an upfront advisory fee of 1 lakh

Jan'10 – May'11

HSBC, Bangalore as Assistant Manager – Business Banking

Highlight:

- Honored with 'Thanks Award' for booking the highest factoring deal of INR 10 Crores

Freelance Experience

- Nov'20 – Jan'22 as Freelancer Independent Consultant
- Oct 2015 – Apr 2016 as Independent & Entrepreneur
- May'09 – Jan'10 as Freelancer Independent Consultant

- ❖ 2009: Master of Business Administration–Murdoch University, Perth, Australia
- ❖ 2006: Bachelor of Management & Hospitality (Back Office Operations) – Oxford College, Bangalore, India
- ❖ Member of MUPSA: Murdoch University Postgraduate Student Association & Alumni Association

Career Timeline

Feb'22 - Till Date	Easebuzz Bangalore as Senior Manager –Enterprise Solutions
Sept'17- Oct'21	Housing.com, Bangalore as Manager -Strategic Accounts
Apr'16 – Jul'17	Magicbricks.com, Bangalore as Territory Manager – Strategic Accounts
Jan'14 – Sep'15	Housing.com, Bangalore as Area Manager – Corporate Sales
Oct'12 – Sep'13	Right Horizons, Bangalore as Manager – Corporate Sales
Jul'11 – Oct'12	Centrum Wealth Management Ltd., Bangalore as Relationship Manager
Jan'10 – May'11	HSBC, Bangalore as Assistant Manager – Business Banking