

Chetna A. Desai Mobile: 09892165661 Proven Account and Sales Management Expertise in a Career Spanning 16+ Years Strategic account management and business development leader with over 19 years of experience building and retaining high-value client portfolios. Excels at transforming key accounts into strategic partnerships and identifying untapped market opportunities to secure significant revenue streams. A trusted advisor to C-level executives, adept at creating client-centric solutions and leading teams to ensure long-term success and profitability.

CORE COMPETENCIES

- Account & Portfolio Management
- Business Development & Market Expansion
- Operations
- Strategic Account Planning
- Client Relationship & Retention
- Portfolio Revenue Growth
- Client-Centric Solution Delivery
- Strategic Sales Planning
- New Market Penetration
- Client Acquisition & Prospecting
- High-Value Contract Negotiation
- CXO-Level Engagement
- Sales Process Optimization
- Revenue & Sales Forecasting
- Performance Analytics & MIS Reporting
- Pricing & Cost-Benefit Analysis
- Contract Lifecycle Management

PROFESSIONAL EXPERIENCE

Sr. Manager | Internet and Mobile Association of India, Mumbai | Nov 2025 – Present

- Spearheaded sales and business development strategies to on-board New Members in various Sectorial Councils.
- Increasing revenue through strong relationship building
- Support the

National Events team for Speakers connects and sponsorship. • Act as the primary point of contact (SPOC) for high-category members • Implement best practices in retention strategies • Build strategic partnerships with key market players Deputy Vice President | Core Integra, Mumbai | April 2022 – Oct 2025 • Spearheaded sales and business development strategies, resulting in over INR 2.5 CR annual revenue generation. • Designed and executed plans to meet sales targets, identifying new opportunities in labor law compliance services. • Cultivated and maintained high-value client relationships, evaluating costs and determining product pricing. • Developed and implemented 'how-to-win' strategies focused on value selling, which increased contract win rates by 50%. • Continuously tracked performance, adjusted strategies based on market shifts, and capitalized on emerging opportunities. Chetna A. Desai Mobile: 09892165661 • Oversaw negotiations for high-value contracts, collaborating with legal teams to finalize favorable terms. • Established a sales operations framework by implementing robust metrics and analytics, creating data-driven strategies for sales optimization and revenue growth. Manager | NASSCOM, Mumbai | April 2017 – March 2022 • Managed a portfolio of 350+ members with a revenue base of INR 6.8 Cr for the Western Region. • Excelled at penetrating key accounts and increasing revenues through strong relationship

building. • Acted as the primary point of contact (SPOC) for A to C category members, developing trusted advisor relationships. • Re-launched MarTech as a regional branded event, generating INR 23.5 Lakhs revenue (INR 11 Lakhs profit), and managed it single-handedly, securing sponsors and SIG members. • Optimized team performance by developing and implementing standardized sales processes (SOPs), significantly improving onboarding and operational consistency for the Western Region. • Directed end-to-end operations for 20+ annual events, overseeing logistics, budget adherence, vendor coordination, and execution to deliver a seamless member experience. • Set up meetings with CXOs of small to large organizations, identifying new members and business opportunities. Deputy Manager | NASSCOM, Mumbai | April 2014 – April 2017 • Conceptualized, managed, and organized events/summits and activities in the Western Region. • Developed and executed communication campaigns, webinars, website content, newsletters, and social media strategies. • Collaborated with brand, marketing, and internal teams to maximize promotional programs and ensure consistent messaging. • Worked with global delivery center leaders to create customized communication strategies aligned with organizational goals. • Oversaw the complete operational lifecycle for regional programs, including budget ownership,

performance metric tracking, and generating comprehensive MIS reports for leadership. Senior Associate | NASSCOM, Mumbai | 2008 – April 2014 • Provided timely support to members and managed back-office operations and event-specific requirements for internal teams. • Coordinated with the NASSCOM team and members for Regional Council meetings. • Collected and prioritized data from members for internal surveys and reports, updating the research team. Prepared sales reports, activity reports, and revenue forecasts accurately. Network Administration Assistant, University of Mumbai, Mumbai 2006 -2007

Administration Assistant, University of Mumbai, Mumbai 2006 Instructor, India Cyber Lab, Mumbai 2006 Back Office Assistant, Dragon Drugs, Masjid

Bander, Mumbai 1997 EDUCATION & CREDENTIALS Chetna A. Desai Mobile: 09892165661 • Post Graduate Diploma in Information Technology (PGDIT), University of Mumbai (2004-2005) • Bachelor of Commerce (B. Com), Mumbai University (2002-2003) TRAINING & ACTIVITIES • Leadership Circle, Team Building, Diversity and Inclusion Training • Created multiple reports on upcoming technologies (RPA, Industry 4.0, AI, IoT). • Event Co-coordinator for Cyber Safety Week (2004-05) held by Mumbai Police and NASSCOM. • Worked in Organization Committee of Computer Society of India for Student Convention Program (Innovate 2005). • Volunteer for Cyber

Safety Week (University of Mumbai & NASSCOM initiative).

your.email@example.com | 09892165661 | City, State

PROFESSIONAL SUMMARY

Result-oriented professional with experience in technical execution and complex problem-solving. This summary has been automatically tailored to align with the provided job description.

WORK EXPERIENCE

Professional Experience

Your Company | City, State | MMM YYYY - Present

- Client Relationship & Retention (e.g., 'resulting in 25% efficiency gain and \$50k cost savings')
- Leveraged journey and improve to deliver project goals...
- Accelerated / Spearheaded Client-Centric Solution Delivery
- Contract Lifecycle Management PROFESSIONAL EXPERIENCE Sr. Manager
- Internet and Mobile Association of India, Mumbai

SKILLS & EXPERTISE

Technical: Extracted Skill 1, Extracted Skill 2

Tools: Relevant Tool 1, Relevant Tool 2

EDUCATION

Your Degree | Your University | YYYY

CERTIFICATIONS

- Relevant Professional Certification