Akash Kumar

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Executive Summary

- **SaaS Sales Executive** with over 5 years of progressive experience in IT and cloud software sales, with a sharp focus on U.S. markets.
- Proven success in outbound prospecting, lead qualification, and deal closure for top-tier SaaS products such as **Microsoft 365**, **Salesforce**, **Google Workspace**, **Google Cloud Platform**, **AWS**, and **Zoho CRM**. Specialized in **cybersecurity solutions**, **cloud collaboration tools**, **infrastructure services**, and **CRM/ERP platforms**.
- Skilled at connecting with key U.S. IT decision-makers—including Managers, Directors, VPs, PMOs, and Procurement heads—to pitch, position, and close high-value SaaS deals.
- Strategic and data-driven, skilled in BANT, SPIN, and consultative selling models.

Core Competencies

- B2B SaaS Sales (US Market Focus)

- Cloud & Cybersecurity Solutions

- Salesforce | Microsoft 365 | Google Cloud | AWS | Zoho CRM

- Selling to IT Decision Makers (CIO, VP IT, PMO)

- SaaS Solution Selling | Lead Gen & SDR Strategy

- Product Demos | Objection Handling | Cold Calling

- Outbound Campaign Management | BANT/SQL

- Sales Enablement | CRM Workflow Automation

Professional Experience

Wipro

Business Development Executive – Inside Sales (SaaS & Cloud Solutions)
Feb 2024 – Apr 2025

- Spearheaded outbound SaaS sales for enterprise solutions including **Microsoft 365**, **AWS IaaS**, **Meta PaaS**, and **Wipro CyberShield** for IT infrastructure.

- Actively engaged in cold calling and emailing U.S.-based **IT Managers, Directors, PMOs, and Procurement teams**, achieving 40+ qualified SQLs per quarter.

- Closed pipeline deals by running tailored demos and aligning cybersecurity and collaboration solutions to IT use cases.

- Developed and executed sales cadences via Salesforce, leading to a **22% increase in call-to-demo conversion rate**.

- Conducted technical discovery with U.S. stakeholders to identify IT pain points and propose scalable SaaS solutions.

- Maintained strong client retention by driving onboarding and post-sale enablement.

Business Operations Administrator – Sales Enablement for SaaS & Cloud
Oct 2022 – Jan 2024

- Built sales enablement playbooks and account intelligence for **Microsoft 365**, **Cybersecurity SaaS**, and **AWS cloud offerings**, improving sales rep productivity.

- Facilitated internal product training for reps targeting **IT buyers in North America**, focusing on SaaS value selling.

- Enhanced CRM workflows to optimize outbound email campaigns toward **IT Directors and PMOs** in mid-market and enterprise accounts.

- Monitored outreach metrics and provided strategy reports leading to a 15% uplift in engagement rates.

Cognizant

Senior Process Executive – Business Development (Google SaaS Products)
Sep 2021 – Sep 2022

- Generated demand for **Google Cloud Platform (GCP)**, **Google Workspace**, **Google Ads**, and **Looker Studio** among North American clients.

- Owned outreach to **IT Managers and VP-level tech leaders** to promote scalable Google Cloud services for digital transformation.

- Customized email campaigns and ad funnels with tailored messaging based on IT procurement cycles and infrastructure needs.

- Delivered campaign health insights and reports for internal sales enablement across cloud software verticals.

- Consulted on hybrid cloud architecture in coordination with Google channel partners.

Process Executive – SaaS Product Support (Google Business Apps)
Dec 2019 – Aug 2021

- Supported adoption and onboarding for **Google Workspace**, **Google Ads**, and associated business productivity tools.

- Resolved implementation issues for IT teams across the U.S., ensuring seamless experience across cloud productivity SaaS platforms.

Droom Media

Marketing Intern – Influencer SaaS Promotion

- Promoted emerging SaaS products in real estate and e-commerce sectors via influencer and brand partnerships.
- Coordinated B2C acquisition funnels to drive SaaS trial signups and awareness using targeted digital creatives.

- Produced video content and performance reports for ongoing optimization of SaaS product visibility.

Education

B.A. Programme – Delhi University (SOL), Delhi
High School – Ryan International School, Delhi