

AKSHAY RAJ

CONTACT DETAILS

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CORE COMPETENCIES

- Sales Pipeline & Management
- Go-to-market Strategies
- International & Domestic Sales
- Cross-selling/Up-selling and Net New Logo Acquisition
- Revenue & Pipeline Growth
- Strategic Sales & Marketing
- Key Account Management
- MEDDIC / MEDDPIC & Challenger methodology
- New Business Development
- Channel Partner Relationship
- Stakeholder Engagement
- C-level Engagement & Negotiation
- Contract Negotiation & Closure
- Commercial Negotiation & Closure
- Market Penetration
- Multithreading
- Sales Forecasting
- SaaS and Cloud Sales

TECHNICAL SKILLS

- ☞ **CRM Systems:** Salesforce CRM, Zoho CRM, Freshsales CRM, Leadsquared CRM
- ☞ **Sales Tools:** LinkedIn Sales Navigator, Excel, Power BI, Lusha.

ACCOMPLISHMENTS



Award-Winning Performance: Honored with the "Trusted Hands Award" at Chargebee Technologies for delivering exceptional results in the EMEA market.



Record-Setting Sales: Achieved the highest number of deal closures at Chargebee, and at Happay Acquired 150+ clients from Startups, Mid-market and Enterprise clients from across India; recognized as a top performer across multiple quarters.



Top Revenue Generator: Successfully onboarded the highest revenue-generating client (1 Crore) for Happay, contributing significantly to the company's growth.



PROFILE SUMMARY

- ☞ Proven enterprise SaaS sales leader with **10+ years of experience** driving revenue growth across **India, EMEA, APAC, and the Middle East**. Demonstrated success in acquiring net new logos, closing complex enterprise deals, and expanding strategic accounts across **Fintech, Cloud, Cybersecurity, SaaS and IOT domains**.
- ☞ **Proven Deal Closer** adept at navigating complex enterprise sales cycles, executing consultative selling strategies, and **securing deals with C-level executives**, fostering enduring partnerships.
- ☞ **High-Performance Team Leader** skilled in mentoring and developing sales teams, enhancing productivity, and achieving ambitious organizational goals through effective leadership.
- ☞ **Robust acumen in steering business operations for the profit center to realize pre-planned sales and revenue targets**; formulated profit center budget for operational / business development activities.
- ☞ **Revenue Growth Architect** with a track record of creating sales strategies that drive lead generation, optimize market penetration, and deliver measurable business growth.
- ☞ **Client-Centric Innovator** specializing in tailored sales approaches, ideal customer profiling, & personalized value presentations, resulting in enhanced client satisfaction and loyalty.
- ☞ **Technologically Proficient Sales Leader** with expertise in CRM tools like Salesforce, Zoho, and LinkedIn Sales Navigator to streamline sales processes and maximize pipeline efficiency.
- ☞ **Global Market Navigator** with expertise in adapting sales strategies to diverse regional markets, successfully expanding footprints and securing over 150 high-value client accounts across IT, Manufacturing, Retail, and Finance industries, Automobile, NBFCs, Insurance, SaaS, Hyperlocal, Chemicals, Textiles, Logistics, etc.
- ☞ **Led business growth through Go-to-Market planning**, pipeline generation, financial performance, and revenue generation.
- ☞ **Expertise in organizing product promotions / new product launches for brand building & recall**; ensured visibility of products through promotional activities & coordinated merchandising activities so that sales turnover is optimized.
- ☞ **Strategy Architect: formulated & implemented sales and marketing strategies** to improve opportunities, augment growth; developed **annual business plans**, promotion and innovation strategies **with P&L & budget responsibility**.
- ☞ **Keen strategist thinker & implementer with a strong business acumen**; skilled in setting strategic goals, making decisions, building & analyzing business plans with key focus on ROI
- ☞ **Fostered lasting relationships & promoted organic growth with distribution intermediaries** through **value-added strategic analyses** & execution of consultative solutions.
- ☞ **Sales Methodology:** Practitioner of consultative selling and MEDDIC / MEDDPIC methodology



EDUCATION

SVKM's Narsee Monjee Institute of Management Studies, Master of Business Administration (MBA) in Marketing & Leadership and Strategy CGPA: 3.19/4, 2022

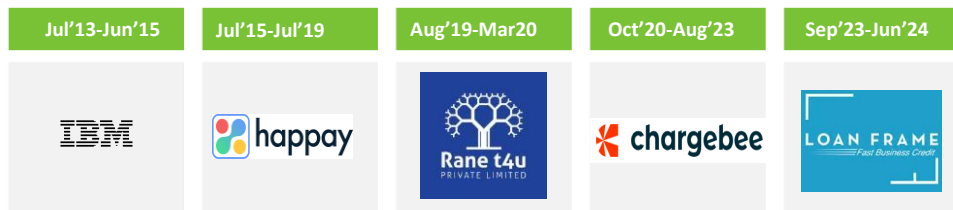
Amity University, Bachelor of Business Administration (BBA) in Finance CGPA: 7.96/10, 2013



SOFT SKILLS



CAREER TIMELINE (RECENT 5 ORGANIZATIONS)



WORK EXPERIENCE

Professional Development | July 2024 – Present

- ☞ Currently pursuing AWS Cloud Practitioner Certification; completed Cloud Concepts and Compute modules with hands-on understanding of EC2, Auto Scaling, Load Balancing, and pricing. Building end-to-end expertise in AWS services including storage, databases, networking, IAM security, and cloud cost optimization
- ☞ Currently pursuing Fundamentals of Machine Learning & Artificial Intelligence (AWS Skill Builder – In Progress) – Gaining foundational knowledge of machine learning (ML), deep



Key won logos include : Muthoot Microfin, Geojit Financial Services, Dunzo, Asian Granito India Ltd, Capillary Technologies, Joy Alukkas, Indus Motors , Welspun, Zerodha, ITC Nepal, MB Holdings, Nippon Toyota and many more



Athletic Excellence: Secured multiple medals in Shot Put, High Jump, and Kabaddi during school years. Competed in the 12th Karnataka State Shooting Competition and Championship 2024 – Small Bore (Rifle & Pistol).



Sports Leadership: Demonstrated strong leadership and teamwork skills through active participation and achievements in various athletic events.

CERTIFICATIONS

- ② AWS Cloud Practitioner Certification (In Progress – Completed Modules: Cloud Concepts & Compute in the Cloud). Skilled in AWS global infrastructure, EC2 instance types, provisioning & pricing, Auto Scaling, and Elastic Load Balancing. Currently progressing through storage (S3, EBS), databases (RDS, DynamoDB), networking (VPC, Route 53), IAM security, and AWS Well-Architected Framework
- ② Fundamentals of Machine Learning & Artificial Intelligence (AWS Skill Builder – In Progress) – covering ML, Deep Learning, and Generative AI fundamentals
- ② Everyday AI Concepts - Artificial Intelligence for Business LinkedIn course
- ② Strategic Thinking – LinkedIn course
- ② Tips to win arguments and influence like a lawyer – LinkedIn Course
- ② Oracle Cloud Application Foundation- Completed

PERSONAL DETAILS

- ② **Languages Known:** English, Hindi, Malayalam

learning (DL), and generative AI (GenAI) concepts, with exposure to AWS AI/ML services and applications.

- ② Completed Oracle Cloud Application Foundation course from Oracle University, gaining foundational knowledge of the Oracle SaaS portfolio, including Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Human Capital Management (HCM), Advertising, and Customer Experience (CX) applications.
- ② Engaged in cultural exploration across India while investing in continuous learning and professional development.

Loanframe (CreddAcc Software) – Associate Vice President | Sep 2023 – Jun 2024

- ② Orchestrated strategic sales initiatives, formulating an intricate roadmap for CredAcc's SCF Transaction Management and Credit Underwriting platforms, driving a dramatic surge in market penetration within the first six months.
- ② Closed high-value contracts with large enterprises through multi-threaded discovery and consultative pitches.
- ② Synergized with marketing teams to craft compelling sales collateral and campaigns, amplifying the brand's positioning as a premier software provider.
- ② Cultivated a high-performing sales team by mentoring junior associates, enhancing their product knowledge and refining sales methodologies to elevate overall closure rates.
- ② Streamlined customer onboarding processes through collaborative efforts with product and technology teams, ensuring seamless transitions and superior client satisfaction.
- ② Optimized targeting strategies by refining the Ideal Customer Profile (ICP) for new product launches, enhancing conversion rates and efficiency.

Key Achievements:

- ② Solidified partnerships with leading industry players, significantly bolstering the company's market reputation and revenue within 2 quarters and onboarded new enterprise clients.
- ② Engineered cross-functional campaigns, achieving a 30% increase in lead generation through innovative sales materials.

Chargebee Technologies – Account Executive | Oct 2020 – Aug 2023

- ② Worked as a Business Manager at Numberz from October 2020 to September 2021, prior to its acquisition by Chargebee Technologies.
- ② Governed end-to-end sales processes, from prospecting to closing, ensuring seamless execution and deal success.
- ② Expanded market share by acquiring diverse clients across IT, Manufacturing, Retail, and Logistics industries.
- ② Designed and delivered high-impact presentations to effectively communicate product value propositions.
- ② Strengthened stakeholder relationships, facilitating smoother negotiations and fostering client loyalty.
- ② Consistently surpassed revenue benchmarks, contributing to the company's financial growth
- ② Following Chargebee's acquisition of Numberz, I took on a subject-matter expert role for Chargebee Receivables across the EMEA region and managed entire sales lifecycle for Chargebee Receivables across the EMEA region. Directed discovery calls and delivered incisive product demonstrations tailored to specific client needs and challenges.
- ② Architected customized presentations and ROI analyses that illustrated the transformative impact of Chargebee solutions on client operations.
- ② Engaged with C-suite stakeholders, fostering trust and accelerating sales opportunities.
- ② Negotiated complex deal terms, aligning with account managers to secure mutually beneficial agreements.
- ② Integrated customer feedback into product development by collaborating with product and implementation teams to ensure seamless onboarding.

Key Achievement:

- ② Broke records for quarterly deal closures, setting a new benchmark at numberz by closing 4 new logos in a quarter.
- ② Diversified client portfolios by onboarding major players from multiple sectors.
- ② Pioneered the first significant upsell deal post-acquisition, boosting revenue by 15% at Chargebee.
- ② Exceeded sales targets consistently, achieving 100% performance benchmarks at Chargebee with an annual quota achievement of \$260000.
- ② Earned the "Trusted Hands" award for amplifying market presence and driving EMEA sales milestones at Chargebee.

Ranet4u Private Ltd. – Business Advisor | Aug 2019 – Mar 2020

- ② Steered partner management activities, cultivating robust relationships with 15+ business partners to drive mutual growth by selling IOT fleet management solutions.
- ② Activated international business in Middle East by engaging with CTO, CIO, Digitization Head, facilitating global expansion opportunities and secured buy in.
- ② Enforced payment collection mechanisms, ensuring consistent cash flow.
- ② Delivered targeted training programs, enabling partners to effectively market and support the company's solutions.
- ② Guided strategic pitch development for partners, enhancing prospect conversion rates.

Key Achievements:

- ② Enhanced partner sales outcomes by 25% through tailored training and coaching.
- ② Co-developed case studies and promotional materials with marketing, increasing engagement and lead generation by 15%.

Happy (VA Tech Ventures) – Regional Manager Sales & Business Development Jul 2015 – Jul 2019

- Directed territory sales for enterprise Fintech expense management SaaS solution.
- Directed a team of sales managers, setting benchmarks and monitoring progress to ensure collective success.
- Pioneered market penetration in South India, establishing a presence & achieving substantial growth.
- Led multithreaded sales cycles, coordinated with cross-functional teams to co-create customer solutions, and negotiated SaaS agreements that balanced value and fair contract terms.
- Secured over 150 high-value client accounts across IT, Finance, Manufacturing, Automobile, Retail, NBFCs, Insurance, SaaS, Hyperlocal, chemical, textiles, logistics sectors., etc.
- Engaged key stakeholders, including CEO, CFOs, CIO, VP Finance, Sales Head and IT Heads, to articulate product impact and secure buy-in.
- Fostered long-term relationships with key clients, unlocking upselling opportunities.
- Represented the company at industry forums, bolstering visibility & generating substantial leads.
- Negotiated comprehensive service agreements in alignment with legal compliance.
- Collaborated across product teams to integrate client feedback into product roadmaps.

Key Achievements:

- Acquired 150+ clients from Startups, Mid- market and Enterprise clients from across India; recognized as a top performer across multiple quarters.
- Acquired key clients who became cornerstone contributors to company growth.
- Executed market strategies, increasing regional market share by 10%.
- Recognized as a top performer for consecutive quarters, contributing significantly to revenue and achieved the annual sales target of 1 Cr.

IBM India Pvt. Ltd. – Mid-Market Client Representative | Jun 2013 – Jun 2015

- Tailored solutions leveraging IBM's MaaS360 Enterprise Mobility Management to meet diverse client needs.
- Engaged with key stakeholders like CIO, CTO, IT Head, Digitization Head etc.
- Orchestrated sales activities across ISA, APAC, and Middle East markets, customizing approaches to regional nuances.
- Delivered bespoke product demonstrations, addressing specific client challenges.
- Prospected and secured contracts across Manufacturing, IT, Finance, Education, and Legal industries.
- Optimized lead management using Salesforce CRM and LinkedIn, enhancing pipeline efficiency.
- Led impactful campaigns, driving product awareness through webinars and email marketing.
- Strengthened relationships with C-level executives, ensuring retention and repeat business.

Key Achievements:

- Achieved 100%+ quota consistently.
- Executed high-impact campaigns, achieving record-breaking webinar registrations and increasing lead generation by 25%.
- Surpassed performance targets consistently, achieving 100% of weekly and monthly benchmarks.