

# Gnanaprakasam R

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## Professional Summary

B2B SaaS Sales Professional with 3+ years of experience in international & domestic markets (North America, Canada, India). Skilled in end-to-end SaaS sales cycles, consultative selling, and driving revenue growth across supply chain SaaS solutions (Inventory, WMS, CMMS, Work Order Management). Proven track record of exceeding targets while collaborating with cross-functional teams for seamless onboarding and customer success.

## Core Skills & Keywords

- **SaaS & B2B Sales** | Enterprise Accounts | Remote & Hybrid Selling
- **Discovery Calls & Product Demos** | Consultative Selling | Negotiation & Deal Closing
- **CRM & Sales Tools**: Salesforce, HubSpot, Zoho CRM, LinkedIn Sales Navigator, ZoomInfo
- **Lead Generation & Pipeline Management** | Account Handover | Customer Onboarding & Success
- **Email Marketing**: SendGrid, Mailchimp | **Productivity & Design Tools**: MS Office, Canva, WordPress

## Professional Experience:

### Business Development Executive – B2B SaaS Sales

Peopleplus Software, USA | Jul 2022 – Present | Remote

- Engaged leads via calls, emails, and LinkedIn; booked discovery calls and exceeded targets.
- Understood client challenges and positioned tailored SaaS solutions with clear ROI.
- Delivered product demos (Inventory, WMS, CMMS, Work Order) to mid-market and enterprise clients.
- Created ROI-focused decks and proposals to speed up decisions and close deals.
- Managed full sales cycle — from prospecting to closure — across India, US, and Canada.
- Followed up with prospects using personalized outreach, keeping deals moving quickly.
- Built account strategies to solve client pain points and improve retention.
- Closed new deals and coordinated smooth handovers with Tech & BA teams.
- Partnered with cross-functional teams to drive adoption and upsell opportunities.
- Expanded SaaS presence across multiple regions, earning trust with enterprise clients.

## **Business Development Executive – Mobile Apps, NFT Marketplace & Blockchain**

Guardian Link, India | Apr 2021 – Jun 2022 | On-Site

- Achieved and exceeded sales targets, generating USD 160K+ revenue.
- Managed end-to-end sales cycle: lead qualification, discovery, demos, proposals, negotiation, closing.
- Delivered mobile app & digital product demos to international clients.
- Coordinated with Tech & BA teams for solution customization and onboarding.
- Maintained accurate CRM records to track pipeline and deals.

## **Sales & Marketing Intern**

Mirabilis Design | Jun 2020 – Nov 2020 | Bangalore

- Generated qualified leads through LinkedIn Sales Navigator, cold calling, and email campaigns.
- Designed and executed email marketing campaigns using SendGrid.
- Built landing pages & digital content (blogs, banners, webinars) via WordPress & Canva.
- Managed Zoho CRM to track pipeline and lead conversions.

## **Other Internships (2018 – 2020, During MBA)**

- Business Development Trainee – Tufado (Lead Generation, Cold Calling, CRM)
- Sales Trainee – Colgate Palmolive (Field Sales Exposure)
- Business Development Executive – IES

## **HR Executive**

IndusInd Bank | Dec 2015 – Jul 2017 | Chennai  
(Relieved to pursue MBA)

## **Education**

- **MBA (Marketing & Sales)** – IFIM Business School, Bangalore (2018 – 2020)
- **BCA** – Loyola College, Chennai (2012 – 2015)

## **Certifications**

- Inbound Marketing & Sales – **HubSpot**

## **Volunteer Experience**

- Social Immersion Project, Mithra Jyothi (NGO, Bangalore) – Career Development Training