

# Saraswathy Ramasamy

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## Professional Summary

Strategic and results-driven Leader with 7+ years of proven experience in Customer Success, Business Development, and Operational Excellence across IT and SaaS domains. Demonstrated expertise in driving customer retention, revenue growth, and process optimization through data-driven strategies and cross-functional collaboration. Skilled in managing end-to-end sales and customer lifecycle, stakeholder engagement, and proven success in managing complex sales cycles, crafting solution proposals, handling RFPs, and driving customer engagement through value-based selling. Experienced in bridging technical and business needs, with strong cross-functional collaboration in GTM strategy, sales enablement, and client onboarding. Passionate about leveraging automation and generative AI to solve real-world business problems.

## Core Skills and Tools

- Presales & Solutioning
- Stakeholder Communication & Negotiation
- Team Leadership & Performance Coaching
- Operational Efficiency Optimization
- Escalation & Issue Resolution
- Sales Enablement & Automation Tools
- Key Account Management
- RFP/RFQ Handling & Proposal Writing
- Upselling and Cross-Selling Techniques
- KPI tracking
- Customer Success Operations
- Client Retention Strategies
- Project Management & Execution
- Strategic Sales Planning
- Customer Relationship Management (CRM)
- CRM - Zoho, hubspot
- Support and sales Desk - Zendesk, Zoho desk
- Communication - Microsoft Teams, Zoho cliq, Zoom, G-meet.
- Productivity - Microsoft Office & Google workspace, Slack, PPT
- Data analytics - MIS and Excel

## Experience

**BUSINESS DEVELOPMENT - TEAM LEAD | 01/2024 - Present**  
Recode Solutions Pvt Ltd - Chennai ( Hybrid )

- Drove presales engagements for automation and GenAI services, collaborating with technical teams to translate business needs into tailored solutions.
- Led complex RFP processes, including proposal creation, pricing strategies, and solution presentations for enterprise clients.
- Built value-focused GTM strategies and partnered with marketing for lead-generation campaigns.
- Conducted solution walkthroughs and proof of concept (POC) sessions with prospects and existing clients.
- Achieved double-digit YoY revenue growth in automation-based solutions through consultative selling.

## SENIOR EXECUTIVE - BUSINESS DEVELOPMENT | 05/2020 - 06/2023

Osiz technologies pvt Ltd. - Madurai ( On-site )

- Drove lead generation and qualified business opportunities across **Blockchain, Web3, Metaverse, and AI-based solutions** to accelerate revenue pipeline.
- Managed end-to-end sales cycles, including RFP/RFQ handling, business proposals, and contract negotiation for enterprise clients.
- Executed targeted **upselling and cross-selling** strategies, contributing to account growth and client retention.
- Forecasted revenue goals, tracked pipeline metrics, and set strategic targets aligned with sales KPIs
- Executed data driven and account based marketing initiatives and campaigns(CRM-driven), leveraging A/B testing to optimize customer engagement and drive business growth.
- Engaged and influenced C-level executives (CTO/CEO/CXO) to drive strategic partnerships and close enterprise deals.
- Facilitated internal project meetings to communicate scope across design, development, and deployment phases.
- Oversaw **post-sales coordination**, ensuring seamless delivery, client satisfaction, and long-term engagement.

## - INSIDE SALES EXECUTIVE | 02/2018 - 03/2020

Digital Track solutions - Madurai ( On-site )

- Executed tailored **B2B sales strategies** for IT security solutions, targeting mid-market and enterprise clients.
- Engaged with key stakeholders and decision-makers to articulate **value propositions** and solution-based selling.
- Achieved and exceeded monthly and quarterly **sales quotas** through consultative selling and AB outreach.
- Collaborated with pre-sales and technical teams to deliver **customized IT security solutions**, aligning with client needs and industry compliance standards.

## SENIOR EXECUTIVE - BUSINESS DEVELOPMENT | 06/2016 - 06/2017

Osiz technologies pvt Ltd. - Madurai ( On-site )

- Managed early-stage client engagement and account setup
- Lead Generation,Cold Calling,Email Campaign & Prospecting
- Post sales - Cross selling & Up-selling
- Experience with CRM and Report Management.

## - Education

- B.E | CARE Group of Institutions, Trichy, Tamilnadu  
Computer science engineering, - 05/2015

## - Certifications

- Partner Sales professional accreditation, Automation Anywhere - 2023
- Generative AI for Sales & Service Professionals, LinkedIn
- Sales: Data-Driven Sales Management, LinkedIn

## - Achievements & Awards

- *Chief Closer for High-Value Business Deals – 2022-23*
- *Client Comforter Award – Recognized for consistent post-sales client satisfaction 2022-2023*
- Represented the company at *Money Expo 2022,Mumbai* – Delivered Blockchain product demos to Global Leader
- Represented the company at *Automation Expo South2024, Chennai* – Showcased automation and GenAI solutions to enterprise clients and technology leaders, strengthening industry visibility and lead pipeline