



SARTHI BHARARA

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EXPERIENCE

APR 2023 – PRESENT **Business Development Consultant, SBC** Riyadh | New Delhi
Established Sarthi Bharara Consulting (SBC), facilitating global enterprises to enter and expand into the Saudi Arabian market

- Partnered with local Saudi and international experts to offer tailored services, including company incorporation, investor introductions, business development opportunities, go-to-market strategies, government relations, and strategic support
- Positioned Saudi Arabia as a strategic gateway for business expansion, leveraging its immense growth opportunities
- Guided enterprises to unlock their full potential in the dynamic Saudi economy, providing unique cross-industry insights and expertise
- Generated and nurtured high-quality leads through targeted marketing campaigns, strategic networking, and personalized outreach, resulting in successful client acquisitions and long-term partnerships
- Leveraged digital marketing techniques, including SEO, content marketing, and social media campaigns, to enhance brand visibility and attract potential clients in key sectors
- Cultivated strong referral networks by building and maintaining relationships with industry partners, clients, and others, creating a consistent flow of new business opportunities
- Utilized CRM tools to track leads, monitor sales pipelines, and optimize the sales process, leading to improved efficiency and higher conversion rates

FEB 2020 – SEP 2023 **Business Development Consultant, AMFEX Pty Ltd** Sydney, Australia
Managed the India operations for Australian Mutual Funds Exchange, a fintech platform offering access to global mutual funds

- Assisted the company in obtaining the Foreign Portfolio Investor (FPI) License in India, ensuring compliance with regulatory requirements and streamlining the application process
- Conducted extensive research to identify the most suitable Designated Depository Participant (DDP), Broker, and Tax advisor for the company, evaluating their expertise, reputation, and compatibility with the organization's needs
- Established and nurtured relationships with financial associations, regulatory bodies, and key stakeholders, while also actively expanding my network. This has fostered collaborative partnerships and facilitated seamless business operations
- Proactively tackled initial struggles and successfully resolved various operational issues, implementing effective solutions to optimize efficiency and enhance overall performance
- Handled foreign investment payment processing, ensuring accurate purpose code adherence and facilitating seamless fund repatriation from India
- Led and managed all aspects of the business, taking charge of compliance matters, including regulatory reporting, audits, and adherence to financial regulations. Additionally, handled day-to-day operational activities, ensuring smooth functioning and meeting performance targets
- Collaborated closely with cross-functional teams and senior management to identify strategic opportunities, develop innovative business strategies, and drive growth in the highly competitive mutual funds market
- Provided ongoing advisory support to the company, leveraging expertise in financial services, market trends, and industry best practices to offer valuable insights and recommendations for continuous improvement and expansion

FEB 2020 – SEP 2023 **Business Development, Boston UniSoft (Remote Operations from India)** USA
Boston UniSoft develops financial software for Mutual Funds distribution, Asset Management, CFDs, Forex, and Crypto trading

- Implemented effective marketing strategies to showcase company products to potential clients
- Conducted product demonstrations and presentations to highlight key features and benefits
- Identified and pursued new business opportunities through market analysis and research
- Established and maintained partnerships with industry influencers to expand the company's network
- Organized promotional events and webinars to reach a wider audience and generate leads
- Collaborated with the sales team to provide valuable insights and support in closing deals
- Monitored industry trends and competitor activities to stay ahead in the market
- Implemented customer feedback mechanisms to continuously improve promotional approaches

EXPERIENCE

SEP 2019 – JAN 2020	Director, Keynotto (Real Estate Property Website)	New Delhi, India
Founded and directed Keynotto, a real estate property website that personally verified every property and created detailed videos for customers		
<ul style="list-style-type: none">Differentiated Keynotto from competitors by prioritizing accuracy and high-quality informationDespite initial success, had to close the business due to the need for significant investments in marketing that were not feasible at the time		
FEB 2019 – AUG 2019	Business Development, Emirates Wealth	Dubai, UAE
Emirates Wealth specialized in the promotion and distribution of investment funds		
<ul style="list-style-type: none">Conducted lead generation activities to identify investment funds interested in promoting their fundsUtilized various methods such as online research, industry events, and referrals to generate leadsSet up meetings with potential investment funds to present our platform and servicesCreated reports, information packs, and presentations to showcase our servicesProvided new ideas to improve the company's services and reachDeveloped and maintained relationships with investment funds and industry players		
JAN 2019 – JAN 2019	Intern, Emirates Wealth	Dubai, UAE
<ul style="list-style-type: none">Completed internship learning about mutual funds, promotion, and regulationsAssisted with lead generation and conducted extensive data entry tasksDeveloped strong understanding of financial industry and valuable skills in communication, organization, and attention to detailDemonstrated strong work ethic and willingness to learnReceived positive feedback from senior team members		
SEP 2018 – OCT 2018	Intern, Long-Biased Equity Fund (Indian Equities Focus)	Gurugram, India
<ul style="list-style-type: none">Conducted detailed data entry, ensuring accuracy in financial models for investment analysisResponded to ad hoc research requests, providing timely market insights to the fund managerConducted on-ground user feedback surveys for authentic insights into portfolio companiesUtilized diverse sources to gather comprehensive information on potential investmentsCollaborated on investment opportunity evaluations, contributing valuable research insightsAssisted in maintaining and updating the fund manager's financial models for analysis		

EDUCATION

2017-2018	University of Stirling (CFA Affiliated University) Master's degree, Investment Analysis	Scotland, UK
2013-2016	University of Delhi (Ram Lal Anand College) B.Sc. (Hons.) Statistics	New Delhi, India

PROFESSIONAL DEVELOPMENT

2020	National Institute of Securities Markets (NISM) NISM-Series-V-A: Mutual Fund Distributors Certification Examination	Mumbai, India
2018	Amplify Trading Trading & Financial Market Analysis Certificate	Scotland, UK