

Iyappan S

Market Research | Lead Generation| Business Development

Highly experienced business development professional known for exemplary team-building and project oversight skills. Gifted at working with all types of personalities. Performance history of developing strong collaborative relationships and delivering impressive results.



Contact

Address
Chennai, India 600114

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Skills

Account management

Customer surveying

Relationship building skills

Business planning

Marketing

Software

Work History

2022-09 - 2023-08	<div>Senior Inside Sales Representative</div> <div>Resulticks, Chennai</div> <ul style="list-style-type: none">Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets.Market Research on targeted industries, services, titles, and technology data.Researching the client's information through search engines like Google, LinkedIn, Jigsaw, and Hoovers and depth analysis on LinkedIn Salesforce, Zoominfo, Outplay, Bloomberg, and Twitter.Identify Good Revenue Sized Companies and Decision Makers.Have worked with enterprise accounts and updated accounts and maintained long-term relationships with clients.Set and exceeded inside sales goals by establishing ambitious targets and motivating sales representatives.Worked closely with other departments to promote products and marketing campaigns.Coordinated activities and projects to plan sales department operations and meet timelines.Cultivated productive relationships and maintained quality communications with
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Dynamics CRM

Salesforce CRM

Outplay

Zoominfo

Sales navigator



Languages

English

Tamil

2022-01

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2022-08

account contacts to maximize client retention.

Business Development Executive

Aspire systems, Chennai

- Experience in doing the Deep Prospecting Research to identify potential opportunity.
 - * Work closely with Sales leader to create a strong pipeline
 - * Region: US-East.
 - * Responsible for selling the end to end IT Services
 - * Cooperating and collaborating with colleagues, cross functionality, to support the sales process.
 - * Responsible for contributing towards growth of the company by exploring new/potential possibilities in the US East region.
- Collaborated with managers to provide customer feedback and recommend operational changes to meet emerging trends.
- Skills: Sales Management · International Sales · Customer Relationship Management (CRM) · Salesforce.com · Email Marketing · Inside Sales · Cold Calling · Lead Generation · LinkedIn Marketing · Stakeholder Management · Business Development · Sales

2019-11

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2022-01

Senior Business Development Executive

Photon, Chennai

- Performed client research and identified opportunities for account growth, account penetration and market expansion.

- Collaborated with sales and marketing departments to support client acquisition.
- Kept meticulous client notes and updated account information in company databases.
- Consistently exceeded quotas through penetration of new accounts.
- Focused on the US market to generate new business opportunities.
 - Business Development Consultant - Web, Mobile, Digital, E-commerce and Omnichannel presences.
 - International Sales operation & New Business Development, International Business, Interactive Researches.
 - Interacting with senior level (C-level, SVP, VP, Sr/Director) from an organization and maintaining client relationships (CRM).
 - Working with Fortune 100, Fortune 500, Enterprise organizations for their IT/Digital initiatives.- Focused on the US market to generate new business opportunities. - Business Development Consultant - Web, Mobile, Digital, E-commerce and Omnichannel presences. - International Sales operation & New Business Development, International Business, Interactive Researches. - Interacting with senior level (C-level, SVP, VP, Sr/Director) from an organization and maintaining client relationships (CRM). - Working with Fortune 100, Fortune 500, Enterprise organizations for their IT/Digital initiatives.
- Skills: Sales Management · International Sales · Customer Relationship Management (CRM) · Salesforce.com

2018-01
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2019-07

Operations Management Trainee

CMS Infosystems, Chennai

- Branch level: Worked closely into field operations to minimize the cost & risk.
Regional level: Worked as business analyst for Chennai and Pondicherry region to improve Standard Operating procedures and process strategies.
- Responsible for Resource Management, Control-Route/Resource Optimization with Business Growth.
- Working closely with Leadership Team on Strategic Projects and New Initiatives based on Industry trends.
-  Adhoc Support to Business Development with Capacity planning, Route synergies and resources requirements.
-  Liaison between Regions & Business and Functional Teams for effective business operations.
- Branch level: Worked closely into field operations to minimize the cost & risk.
- Regional level: Worked as business analyst for Chennai and Pondicherry region to improve Standard Operating procedures and process strategies.
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- Working closely with Leadership Team on Strategic Projects and New Initiatives based on Industry trends.
- Adhoc Support to Business Development with Capacity planning, Route synergies and resources requirements.
- Liaison between Regions & Business and Functional Teams for effective business

operations.

- Skills: Analytical Skills · Microsoft Excel · Cash Reconciliation · Cash Management · People Management · Critical thinking and problem solving · Business Development · Delegating tasks · Logistics Management



Education

2014-08	MBA: Marketing
-	<i>Crescent Business School - Chennai</i>
2016-04	
2008-07	B.E: Mechanical Engineering
-	<i>Sri Sairam Engineering College - Chennai</i>
2012-04	
2006-06	High School Diploma
-	<i>Bharathiyar Matriculation Higher</i>
2008-04	<i>Seconadary School - Chennai</i>



Certifications

2016-04	Certification in Sales prospecting Specialist
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Interests

Reading books

Watching movies