

Aman Gupta

Business Development Specialist

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SUMMARY

Accomplished and award-winning Business Development Strategist with a remarkable track record exceeding 1000 Crore in strategic alliances. Leveraging over 6 years of expertise in Enterprise, B2B & B2C Sales, and Marketing, I excel in Lead Generation, Customer Relationship Management, Campaign Execution, Customer Onboarding, Marketing Communication, Event Management, and Business Setup. Acknowledged for consistently delivering superior performance and meticulous results, I bring a wealth of experience and a proven ability to drive success in diverse facets of business development.

EXPERIENCE

Zonal Strategic Partnership Manager

BharosaPe Pvt Ltd (JODO)

March, '23 – present

Gujarat

Pioneered B2B Partnership and Enterprise Sales for key SMEs, Trusts, and Sole Proprietors. Crafted tailored financing solutions, executed risk analysis, and managed daily operations with a 10-member team. Led accounting, process adaptation, and strategic business analysis for teams and client prospects.

- Forged strategic alliances with 20+ SMEs and Trusts, boasting a collective turnover surpassing 1000 Crore.
- Orchestrated the oversight of a 50 Crore cashflow, managing lending and fund transfer operations seamlessly.
- Established a robust brand image in the Gujarat market, yielding a consistent revenue stream of 50L annually from transaction charges.
- Collaborated closely with Owners and key stakeholders of SMEs/Trusts, optimizing internal processes for enhanced efficiency.

Program Manager – Sales & Marketing

Think & Learn Pvt Ltd (Aakash + BYJU'S)

Oct, '20 – Feb, '23

Gujarat/ Maharashtra

Strategically leading the Business Development team, driving the expansion of Classroom programs across Gujarat, Maharashtra, and Chhattisgarh with a monthly revenue target of INR 1Cr per centre monthly. Directing seamless integration, I oversee Lead Generation, Marketing, Sales, Recruitment, and Operations for optimal business growth.

- Successfully establishment of 8 strategically located centres/offices, achieving a remarkable onboarding rate of 100 customers per month.
- Spearheaded the inaugural business year of the project, resulting in an impressive revenue of 50 Crores, showcasing adept financial management and strategic planning.
- Demonstrated leadership prowess by recruiting, training, and managing a highly skilled team of 20 professionals per centre/office, ensuring operational excellence and cohesive collaboration.
- Established a strong brand presence by fostering connections with over 1000 prospects annually, solidifying the organization's reputation and market influence.

STRENGTHS



Lead Generation

Driven 1000 Crore+ strategic alliances through innovative and effective lead generation strategies.



Negotiation

Achieved outstanding results with skilful negotiation, contributing to 30% business growth nationally for my region.



Client Management

Managed and nurtured client relationships, delivering superior results, brand reference and maintaining lasting partnerships.



Onboarding Operations

Executed efficient onboarding operations, ensuring seamless integration for numerous satisfied customers at nominal resource burn.



Risk Analysis

Conducted meticulous risk analysis of more than 100Cr on yearly basis, enhancing strategic decision-making and safeguarding business interests effectively.

SKILLS

Business Development

Event Management

Risk Analysis & Operations

Market Research

Marketing, Communication

Training & Interpersonal
Relations Management

Lead Generation

Customer Relationship

Business Development Manager

Think & Learn Pvt Ltd (Aakash + BYJU'S)

July, '18 – Oct, '20

📍 Gujarat/ Maharashtra

Led a high-performing team of 10 Sales professionals, optimizing end-to-end sales processes, from acquisition to post-sales, while spearheading impactful enterprise-level partnerships with schools.

Managed seamless sales operations and elevated strategic partnerships, driving substantial business growth and fostering sustainable client relationships.

- Achieved consistent quarterly revenues of 5 Crores, showcasing adept financial acumen and strategic planning.
- Established and maintained lucrative partnerships with schools, securing a steady influx of 100+ prospects monthly, as firm's client base.
- Streamlined sales and operations seamlessly by fostering effective coordination within the team for efficient organizational performance.

Business Development Executive

Home First Finance Company

April, '18 – Jun, '18

📍 Gujarat

Orchestrated B2C sales, conducting precise risk analysis, managing documentation, and consistently surpassing monthly disbursement targets with strategic acumen.

- Achieved peak off-season quarter revenue, earning commendation for outstanding performance.
- Secured two appraisals for superior sales performance, demonstrating consistent excellence.
- Acknowledged for record-breaking monthly loan approvals with swift sanctions.

Internship

Oil & Natural Gas Corporation (ONGC)

May, '16 – Jun, '16

📍 Gujarat

Directed operations and workforce in collaboration with site engineers, ensuring efficient daily reporting and task execution.

- Recognized as the top-performing Site Intern for exemplary leadership skills.

Bachelors in Engineering

Gujarat Technological University (LJIET)

Jul, '14 – Jun, '18

📍 Gujarat

Graduated in the study of Mechanical engineering with distinction at 9.36 CGPA

HSC & SSC

Gujarat Higher & Secondary Education Board

Jul, '11 – Jun, '14

📍 Gujarat

Completed High Schooling from my home town Ahmedabad.

ACHIEVEMENTS

🏆 Team Leadership

Successfully lead multiple teams across states with different culture and setting bench marks along my journey

📈 Revenue Growth

Contributed in not only creating brand in Gujarat & Maharashtra market but also contributed in 10X growth every year

AWARDS

★ Sales Person of Quarter, Highest Revenue per cycle & Highest loan disbursements

Awarded for best performance in Sales