



# Ruby Bar

B u s i n e s s   D e v e l o p m e n t  
M a n a g e r



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## Greetings!

Please find enclosed my resume with the details of my work experience, qualifications and more.

I would very much like to discuss opportunities with your company. I have 9 years of hands-on experience in Marketing and Sales, with a passion to learn more.

Thank you for taking the time to review my resume. I look forward to discussing with you.

## Professional Summary

Relationship-driven & result oriented business development Manager, bringing expertise in prospecting, networking, and leads conversion. Skilled in driving competitive growth, market penetration, and increasing market share.

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## Skills

- Sales Cycle management
- Cross selling/upselling
- Competitive Analysis/Market Research
- Promotional planning
- Growth management
- Forecasting and Budgeting

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## Experience

Manager – Business Development

**SGS India Pvt Ltd | Bangalore, India**

*April 2019 to Present*

- Key roles and responsibilities – develop Southern India -Market for effective service/product sales of 8 sub business units. Worked actively on Individual stakeholder targets and markets. (for Testing, Inspection, and certification services. Also, for mineral processing services, mechanical sampling solutions)
- Actively engaged in End to End Sales – Prospecting, Proposals, Project Costing, Pricing, Negotiations, and post sales deliverables.
- Worked closely for the revival of lost clients in Southern India.
- Increased existing market share by 5% for two business locations.
- Efficiently handled business for key accounts pan India - major industry catered - Mining, Power, Cement, Trade, Bulk material handling. Achieved business of over INR 100 million+ by creating new revenue streams in a span of 2.5 years.
- Key Account Management for businesses in Indonesia, Canada, and West Africa.
- Part of India Marcom team- Individually representing Minerals- actively engaging for Pan India Business Promotional strategies and activities – Digital media promotions, conferences, webinar sponsorships etc.
- Part of Price escalation team, actively monitoring pricing strategy with changing market dynamics and proposing solutions for improvements.
- Led sales team for developmental activities.
- Single point contact for all web- based inquiries, maintained close to 100% response rates on behalf of the company.

Asst. Manager Sales & Marketing

**SGS India Pvt Ltd | Kolkata, India**

*Feb 2018 to March 2019*

- Business development for Eastern and central India for mineral services.
- Active marketing with Indian Mining companies, exploration companies, steel, cement, and power companies to increase the footprint.
- Supported with CRM implementation for India Minerals Sales team, for increased sales process efficiency.
- Developed close knit network with industry leaders and brand partners to uncover new sales opportunities.

Sr. Sales Executive

***Supreme Industries Limited | Ahmedabad, India***

***August 2017 - January 2018***

- Sales of Building Insulations and Civil products – water proofing solutions, foundation solutions, expansion joint fillers, & other civil accessories for Gujarat and Rajasthan region
- Recommended civil solutions to clients for identifying needs and make products sales
- Sought out new leads and strong partnerships to build sales pipelines by developing elaborate Architects, consultants, and dealer network. Major win- ISRO project.
- Led promotional events like - Architects meet, Industry consultants meet, Contractors meet - for product placements & outreach.

Business Development

***Dhrumi Steel and Building Solutions | Ahmedabad, India***

***August 2015 - July 2017***

- Sales of Pre-engineering building projects & finished steels trading -color coated steel, galvanized products.

Executive – Marketing & Sales

***SGS India Pvt Ltd | Ahmedabad, India***

***January 2013 - August 2015***

- Sales & Marketing for Western region - Gujarat, Rajasthan & Northern Maharashtra for mineral services.
- Devised the blue ocean strategy to venture into the Rajasthan region and created new revenue generation businesses. 100+ Client contacts established pan India.

Senior Researcher

***Action Edge Knowledge Services Pvt Ltd | Ahmedabad, India***

***October 2012 - January 2013***

- Conducted target - based research interviews to collect feedback from relevant industry experts on varied market surveys - Major projects done with consulting firms like Frost & Sullivan & Cisco.

### **Educational Qualifications**

- *Bachelor of Engineering - Metallurgy | Govt Engineering College - Gandhinagar - June 2012 – CGPA 7.7*
- *Higher Secondary – KV Barrackpore (AFS) – Kolkata – March 2008 – 75%*
- *Senior secondary – KV Barrackpore (AFS)- Kolkata – March 2006 – 93%*

- **Certified Lean Six Sigma Green Belt.**
- Certificate for Market Research & Marketing Conclave – IIM Ahmedabad
- **Strengths - Team Player, Perseverance**
- Personal Interests – Contemporary Dance, Oil Painting, Travel, Photography