

DASARI M SRIKANTH

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Professional Summary:

- ✓ Skilled Business Development /Sales and Marketing leader offering 9 years of experience in leading Pre Sales, end-to-end sales, Marketing, Digital marketing, Lead Generation, Business development, account management, and enhancing revenue. Bringing expertise in client acquisition.
- ✓ Results-driven and proactive with a demonstrated record of accomplishment in meeting and exceeding sales and revenue objectives. adept at proposal development, market research, and documentation, Using CDP tools, Marketing Automation tools, analytics, Product Management, and Product demonstration with a methodical but flexible approach.
- ✓ Experience in handling the End-to-End Business Development (Sales & Marketing) Cycle, Hunting Forming, and new logo acquisition from mid-level and enterprise accounts across global.
- ✓ Seeking an opportunity to apply my advanced knowledge of sales and BDM and my experience with team-building and Product Management, Marketing Automation services, Consulting, end-to-end sales, Marketing, and business development, creating Value Proposition To bring sales, Demand Generation.
- ✓ I have been involved in B2B, SAAS sales, Software, Solutions, IT, Consulting Sales, IT Staffing, IOT sales, Market/Business Intelligence, ERP, Marketing Technology, Business Intelligence/Marketing Automation, Digital Experience, Expertise in handling CDP and CRM tools like Hubspot, Marketo, Pipedrive Etc, .
- ✓ Expertise in Lead Generation, Account Management, New logo acquisitions, Prospects Building, Revenue Generation, Team handling, Hunting and Forming, and Regular sales cycle, Delivering consultative Client Presentations, conducting mesmerizing product demos, and engaging customers continuously as part of Sales Cycle, Creating the proposals(including RFI/RFP)/client presentation containing business use cases, Solution architecture and other deliverables in alignment with customer known/unknown requirements.
- ✓ Delivered topnotch business solutions to large enterprises, and mid-sized companies, and development services like Mobile, Web, E-Commerce, and Staffing services, Delivered the solutions like consulting, Integrations,

Work Experience:

- ✓ **Working as a Sr. Business Development Manager at AITEK Group (Dec'23- current)**
- ✓ **Sr. Business Development Manager - Accion Technologies Pvt Ltd. (Jun' 21- Sept'23).**
 - Lead Generation | Account Management | Pre-sales | Sales | Demonstrations.
- ✓ **Business Development Manager -New Force Global /Maas ERP Technologies Pvt Ltd. Jan' 19-May'21. (International Sales),(IT Consulting/IT-Staffing/Payroll /HR services /ADT**

/ERP/CRM/Innovation Engg /Software |ERP Implementation).

- ✓ **Business Development Executive -Cyrrup Technologies Pvt Ltd.-. Jun'14- Dec'18** (Digital Transformation, Start up- Domestic and Govt sales, B2B Sales) Product/SaaS Sales /Software sales (HIMS-HRMS-CRM-EMS-FMS)/Solution/ Consulting/Software sales |Cloud Sales, Enterprise Sales)

Key Roles and Responsibilities:

End to End Sales | Business Development | Market Research | Lead Generation | Cold Calling | Client Acquisition | Hunting & forming | Inbound / Outbound sales | Account Management | Team handling | | Closing skills | Negotiation Skill's |Proposal Preparation | Creating Pipeline and Prospect Building | Sales pipeline Management | up selling /cross-selling | Preparation of RFP/Tender response, Queries & Bid closure |.

- ✓ Involved in End-to-End Business Development Cycle (Lead Generation to Closure) in (Sales and Marketing), Majorly involved in outbound/inbound sales, generating new business leads through different channels and networking, and managing leads (Identifying & qualifying new leads, building the sales pipeline, Prospect Building, Managing and Handling the entire sales cycle from lead generation to closures, and working on market research.
- ✓ Reaching out to inbound /Outbound leads and Delivering sales pitching effectively with the CXO and senior mid-level management Executives in Large organizations. (Customized the sales pitch according to the prospects and the situation.
- ✓ Developing trust relationships with a portfolio of major clients to ensure they do not turn to competition.
- ✓ Acquiring a thorough understanding of key customer needs and requirements, Expanding the relationships with existing customers by continuously proposing solutions that meet their objectives.
- ✓ Ensuring the correct products and services are delivered to customers in a timely manner, Acting as the Bridge of communication between key customers and internal teams.
- ✓ Playing an integral part in generating new sales that will turn into long-lasting relationships.
- ✓ Preparing regular reports of progress and forecasts to internal and external stakeholders using key account metrics.
- ✓ Experience in selling IT solutions (hardware & software) to Central/State Government Ministries/ Departments, Nodal Agencies.
- ✓ Deliver the IT & ERP solutions to Public Sectors Undertakings (PSU) & other public utilities like power distribution companies, and water authorities.
- ✓ Experience in selling e-Governance Software solutions to government bodies.
- ✓ worked with the Founders on the planning, setup, and execution of the company
- ✓ Worked on developing the IOT business by identifying & partnering with Service Providers,
- ✓ Developing sales and marketing materials: pitch decks, write-ups, cold emails, proposals, sales contracts, filing tenders as per adherence to regulatory rules and guidelines, etc. Generating leads, Preparation of RFP/Tender response, Queries & Bid closure.

- ✓ Creating the proper database of market information & competitors. Conducting market research to identify new markets and customer needs and keeping updated with current industry/technology trends and market activities of competitors.
- ✓ Fluent in using CRM tools – Pipedrive, Hubspot, slack CRM
- ✓ Worked closely with the Sales team, product team, and delivery team to pioneer ideas and contribute towards setting the product KPIs, core specifications, and deadlines.
- ✓ Actively participating in Expos, trade shows, events, conferences, and onsite meetings.
- ✓ Experience in dealing and selling high-value accounts big-ticket in a B2B and Govt domain
- ✓ Using Govt e-portals like GEM-portal to reach max govt organization with the product.
- ✓ Involved in Product and company promotions, and actively participated in digital marketing campaigns like SEO, SEM, and Email Marketing.

Education:

- ✓ Bachelor of Engineering from Indian Institute of Technology (IIT)-BHU | Varanasi - Mar 2010 - May 2014.
- ✓ High School - Narayana Jr College | Hyderabad | Mar 2012 - Feb 2014.

Interests:

- ✓ Entrepreneurship, Participation in Summits, Expos, TEDx talks, Drives, Interaction with Global Market top Leaders, Digital transformation.
- ✓ Website Design and Development, Digital Marketing, Business Analyst.
- ✓ Team Handling and Market Research, Digital Transformation.

Internships:

- ✓ Trainee Intern at SUN PHARMA Pvt Ltd. Vadodara, Gujarat. - (Mar '2013-June 2013).
- ✓ Marketing and Sales Trainee Intern at Mind Level Media Pvt Ltd.
- ✓ Marketing and Operations head at Spirit'11,12,13,(Hired the sponsors and Fund Raisers).

Certificates:

- ✓ Certified Value Selling Associate. (VSA), BANT, SEO/SMO Experts.

THANK YOU... 