

Arpit Tandon

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Creative Sales professional with experience in Outreach Marketing, Business Development, Marketing, Brand Communication, Strategic Alliances, Sales Management, Revenue Generation and Team Management.

- Developing Solutions with customer focus - possesses the ability to innovate the market approach to create business impact and deliver tangible results in dynamic market conditions.
- Delivered successfully in sourcing unique opportunities, structuring, negotiations, diligence, monitoring, and bringing Strategic Alliances/partnerships.
- Adroit in strategic planning and execution, customer relationship management and client servicing which is an integral part of continuous sales/ revenue generation process.
- Skilled in delivering innovative market insight and strategies which help the company in taking the strategic business decision.
- Experienced in New Product Launch – handling the overall launch plan, market research, pricing and positioning, designing marketing and sales strategies, handling the digital presence and managing the P&L for the product or category efficiently.
- Expertise at managing multiple projects concurrently with strong detail, problem-solving, and follow-through capabilities.

EDUCATION & QUALIFICATIONS

2016 - 2018 | Master in Business Administration - Sales, Marketing & Data Analytics

Myra School of Business, 3.0/4 Mysore, India

- Received MYRA Future Leader Scholarship for consistent academic performance and prior experience.
- Cleared the Teach for India scholarship in Nov 2017.

2013 | Bachelor in Technology - Chemical Engineering | SRM University, 7.6/10 Chennai, India

CERTIFICATIONS - University of Michigan – Successful Negotiation | Coursera Certified

CAREER TIMELINE

Deputy Manager | Jul 2019 - Present

Emurgo Learning Solutions Pvt Ltd | Bengaluru, India

Was roped in by the firm to contribute to the revenue of the Global Blockchain Learning Solutions provided by the firm, with strategic sales and marketing management.

- Developing and executing marketing, branding and sales initiatives - resulting in brand awareness and revenue generation.
 - Took initiatives and participated in Tech Parks events targeting working professionals - it improved in branding and registrations.
- Driven a team of 5 people in Inside Sales & helped expand business to other parts of India and Asia Pacific as well.
- Tracked weekly, monthly, and quarterly performance and helped improve the sales metrics.
- Consistently achieved revenue targets in line with team/organizational objectives.
- Upselling and cross selling with the existing customers.

Business Development Manager | Sep 2018 - Jun 2019

Coinmark India Pvt. Ltd., Bengaluru

Steered the business development and investor relations in the blockchain space and developed long-lasting business partnerships.

- Contacted potential clients to establish rapport and arranged weekly meetings with the CEO.
- Attended various Blockchain conferences, meetings, and industry events to build a pipeline for our product.
- Developed goals for the team and business growth and ensured that they are met in a timely manner.
- Conducted monthly analysis on sales pitches based on feedback reports to refine sales proposals.
- Liaise with the sales research teams on a day-to-day basis to ensure hassle-free pitches and demos, ensuring quicker conversions.



Inside Sales Consultant - APAC | Jan 2018 - Sep 2018

Hotelogix Bangalore, India

Contributed to the institutional sales of the cloud-based Property Management System, across the hotel industry. Identified business development and solution opportunities and held meetings with hotel management heads.

- Delivered product demos to the management and end-users - online and offline, ensuring customer satisfaction by providing better services.
- Participated in marketing activities and gauges customer feedback on the product.
- Worked on Salesforce to update the lead stages and prioritize the deal closing aspect.
- Do competitive analysis and study to increase sales and exceed targeted sales.
- Attended various corporate events and contributed to the TOF (Top-of-Funnel) activities.

Analyst, Process Operations | May 2013 – May 2015

Relationship Science India Pvt Ltd. Chennai, India

- Studied client's business challenges, developed business intelligence and provided actionable and customized solutions.
- Interacted with the clients during various phases of the project to ensure a clear understanding of the business challenge and set expectations regarding the final solution to be provided.
- Produced comprehensive and insightful reports/presentations summarizing knowledge, findings, and recommendations.
- Maintained a consistent 99.5% Productivity & 99% Quality in the 4th quarter thereby receiving "**Outstanding Performance Award**" from the Manager, Operations.
- Got recognized as **Employee for the Quarter** in Oct 2014.

PROJECT

May 2017 | Internship Project

Studied Innovative Techniques in Recruitment of Campus & Lateral Hiring - <https://www.slideshare.net/arpittan/hiring-75908218>

INTERESTS

Sports enthusiast | Playing Football | Health & Fitness, running | Learn about the latest developments in the sales & marketing domain | Meeting and interacting with new people and share thoughts and ideas with them | Traveling | Music
