

## Professional Summary

Results-driven Business Development Executive with 15+ years of experience in driving growth through strategic sales, marketing, and relationship-building initiatives. Proven track record of success in lead generation, new business development, and key account management. Skilled in developing and executing integrated marketing strategies that yield high ROI. Adept at mentoring and training sales teams to achieve exceptional results.

## Professional Experience

### Head of Business Development (BD10)

Inazuma.co | January 2018 - Present

### Senior Business Development Manager (BD8)

Apex Marketing Solutions | June 2015 - December 2017

#### **Key Achievements:**

- Increased new business revenue by 35% within the first year through targeted lead generation and relationship-building efforts.
- Developed and executed a multi-channel marketing strategy that resulted in a 25% increase in brand visibility.

#### **Responsibilities:**

- Led a team of business development representatives to achieve sales targets.
- Conducted market research to identify new business opportunities.

### Business Development Manager (BD6)

Pinnacle Sales & Marketing | March 2012 - May 2015

#### **Key Achievements:**

- Successfully onboarded and trained new sales team members, resulting in a 30% increase in team sales performance within the first quarter.
- Established and maintained key client relationships, leading to a 20% increase in repeat business.

#### **Responsibilities:**

- Managed a portfolio of key accounts to ensure customer satisfaction and retention.
- Collaborated with the marketing team to develop targeted promotional materials.

### Sales Representative

NovaTech Inc. | January 2008 - February 2012

#### **Key Achievements:**

- Consistently met or exceeded monthly sales targets, earning recognition as a top performer.
- Developed strong relationships with clients, resulting in a significant increase in referrals.

#### **Responsibilities:**

- Generated new leads through cold calling and email marketing efforts.
- Provided product demonstrations and presentations to potential clients.

## **Education**

### **Master of Business Administration (MBA)**

University of Manchester

#### **Relevant Coursework:**

- Marketing Strategy
- Business Development
- Financial Management

## **Technical Skills**

#### **Marketing & Sales:**

- Lead Generation
- New Business Development
- Sales
- Direct Marketing
- B2B Marketing
- Marketing Strategy

#### **Relationship Management:**

- Key Account Management
- Account Management
- Customer Relationship Management (CRM)

#### **Training & Development:**

- Sales Training
- Sales Coaching
- Mentoring

**Promotional Tools:**

- Email Marketing
- Integrated Marketing
- Sales Promotion
- Loyalty Programs
- Incentives
- Product Placement
- Promotions