

## Professional Summary

Results-driven Business Development Professional with 12+ years of experience in driving growth through innovative strategies, team leadership, and client-centric approach. Proven track record of success in international business development, sales cycle management, and online marketing.

## Professional Experience

### Senior Vice President - Business Development (BD09)

Inazuma.co | January 2020 - Present

### Director of Business Development

NovaTech Inc. | June 2015 - December 2019

#### **Key Achievements:**

- Increased international sales by 35% through strategic partnerships and market expansion.
- Developed and implemented a comprehensive online marketing strategy, resulting in a 50% increase in brand visibility.

#### **Responsibilities:**

- Led business development initiatives across Europe and Asia.
- Managed a team of business development executives.

### Senior Business Development Manager

Pinnacle Marketing Solutions | March 2012 - May 2015

#### **Key Achievements:**

- Successfully launched three new product lines, contributing to a 25% increase in overall revenue.
- Enhanced client servicing standards, leading to a 90% client retention rate.

#### **Responsibilities:**

- Oversaw the sales cycle from lead generation to closure.
- Collaborated with the marketing team to develop targeted campaigns.

### Business Development Executive

Apex Digital Media | August 2009 - February 2012

### **Key Achievements:**

- Consistently met or exceeded quarterly sales targets, with a peak performance of 120% of target.
- Developed and maintained a portfolio of over 50 clients across the digital media sector.

### **Responsibilities:**

- Identified new business opportunities through market research and networking.
- Provided support in the development of marketing materials.

## **Education**

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

Harvard Business School

### **Relevant Coursework:**

- International Business
- Marketing Strategy
- Leadership and Organizational Behavior

## **Technical Skills**

### **Digital Marketing:**

- SEO
- PPC
- Online Marketing
- Online Advertising
- Email Marketing
- SEM
- SMM

### **Business Development:**

- Business Development International
- Sales Cycle Management
- Client Servicing
- Marketing Strategy
- Team Building
- Online Branding