

## Professional Summary

Results-driven Business Development Executive with 15+ years of experience in driving growth across diverse retail formats. Proven track record of strategizing, planning, and executing business opportunities, with a strong background in general management, operations, property, and project delivery. Skilled in leading transformational change, developing global to regional strategies, and fostering strategic alliances.

## Professional Experience

### Head of Business Development (BD09)

Inazuma.co | January 2020 - Present

### Senior Business Development Manager (BD07)

Omni Retail Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Spearheaded a team to launch a new retail format, resulting in 25% increase in sales within the first year.
- Developed and executed a market research strategy, identifying new business opportunities worth \$1 million.

#### **Responsibilities:**

- Led cross-functional teams for project planning and execution.
- Conducted competitive analysis to inform business strategy.

### Business Development Manager (BD05)

Pinnacle Properties | March 2015 - May 2018

#### **Key Achievements:**

- Successfully negotiated leases for 10 new retail locations, expanding the company's footprint by 30%.
- Collaborated with the marketing team to develop a brand management strategy, enhancing brand visibility by 40%.

#### **Responsibilities:**

- Managed key accounts and developed strategic alliances.
- Coordinated with the operations team for project delivery.

### Business Development Executive (BD03)

Retail Solutions Ltd. | January 2012 - February 2015

#### **Key Achievements:**

- Identified and pursued new business opportunities, resulting in a 20% increase in sales.
- Assisted in the development of a marketing strategy, leading to a 25% increase in brand engagement.

#### **Responsibilities:**

- Conducted market research to inform business decisions.
- Supported the team in project planning and execution.

## **Education**

### **Bachelor of Commerce (B.Com)**

University of Delhi

## **Technical Skills**

#### **Business Development & Strategy:**

- Business Development
- Strategy
- Business Strategy
- Strategic Planning
- New Business Development

#### **Retail & Operations:**

- Retail
- Operations Management
- Project Management
- Project Planning

#### **Marketing & Branding:**

- Marketing
- Marketing Strategy
- Brand Management
- Marketing Management

#### **Leadership & Management:**

- Leadership
- Management
- Team Management

- Negotiation

**Analytics & Research:**

- Market Research
- Competitive Analysis
- Competitive Intelligence

**Miscellaneous:**

- Entrepreneurship
- Real Estate
- Value Engineering
- Sales
- Networking
- Strategic Alliances
- Profit
- Communication of Brand Vision
- Driving Transformational change
- Global to Regional strategy development