

Professional Summary

Results-driven Business Developer with 10+ years of experience in Health & Fitness, excelling in opportunity discovery, relationship building, and deal closure. Adept in creative problem-solving, ideation, and writing, with a proactive and task-oriented approach.

Professional Experience

Senior Business Development Director (HF09)

Inazuma.co | January 2020 - Present

Business Development Manager (HF07)

FitZone Inc. | June 2018 - December 2019

Key Achievements:

- Increased revenue by 35% through targeted sales process optimization
- Established partnerships with 5 major fitness brands, expanding market reach

Responsibilities:

- Developed and executed business development strategies
- Managed a team of 3 business developers

Senior Business Developer (HF05)

WellnessPro | March 2015 - May 2018

Key Achievements:

- Successfully closed deals with 3 key agency decision-makers, resulting in a 25% increase in quarterly sales
- Conceptualized and wrote a series of award-winning marketing campaigns

Responsibilities:

- Identified and pursued new business opportunities
- Collaborated with the creative team on campaign development

Business Developer (HF03)

FitnessFusion | January 2012 - February 2015

Key Achievements:

- Built relationships with emerging fitness brands, securing 2 major partnerships

- Assisted in the development of a novel sales process framework

Responsibilities:

- Conducted market research to identify potential clients
- Supported senior developers in deal closures

Education

Technical Skills

Business Development:

- Sales Process Optimization
- Strategic Partnerships
- Market Research

Creative:

- Ideation
- Creative Writing
- Problem Solving

Software Proficiency:

- CRM Systems (Salesforce)
- Microsoft Office Suite
- Google Workspace