

## Professional Summary

Results-driven Business Development Executive with 10+ years of international experience in Product Marketing, Sales, and Business Growth, leveraging expertise in Strategy, Market Analysis, and Team Leadership to drive business success.

## Professional Experience

### Senior Vice President - Business Development (BD12)

Inazuma.co | January 2020 - Present

### Director of Business Development

EuroTech GmbH (Germany) | June 2018 - December 2019

#### Key Achievements:

- Increased sales by 35% through strategic market analysis and targeted product development.
- Established and managed a high-performing team, resulting in a 25% increase in team productivity.

#### Responsibilities:

- Developed and executed business growth strategies across European markets.
- Managed key client relationships, ensuring a 95% client retention rate.

### Senior Manager - Product Marketing

Apex Innovations Inc. | March 2015 - May 2018

#### Key Achievements:

- Successfully launched 3 new products, each exceeding projected sales targets by 20%.
- Improved brand visibility through strategic marketing campaigns, leading to a 50% increase in website traffic.

#### Responsibilities:

- Led product marketing efforts for new product launches.
- Conducted market research to inform product development and marketing strategies.

### Business Development Manager

Pinnacle Solutions Ltd. | January 2012 - February 2015

#### Key Achievements:

- Generated new business leads, resulting in a 30% increase in annual sales.
- Developed and maintained strategic partnerships, enhancing the company's market presence.

**Responsibilities:**

- Identified and pursued new business opportunities.
- Collaborated with the sales team to close deals and meet sales targets.

## Education

**Bachelor of Technology (B.Tech)**

Indian Institute of Technology (IIT) Delhi | 2008

## Technical Skills

**Business Strategy & Development:**

- Business Development
- Business Planning
- Business Analysis
- Strategy
- Business Strategy

**Marketing & Sales:**

- Product Marketing
- Sales
- Sales Management
- Marketing Strategy
- Market Research
- Branding
- Pricing

**Project & Team Management:**

- Project Planning
- Project Management
- Team Management
- Cross-functional Team Leadership
- Training

**Operations & Logistics:**

- Vendor Management

- Logistics Management

**Analysis & Negotiation:**

- Competitive Analysis
- Analysis
- Negotiation