

# Ian Austin

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Experienced Business Development Manager with a proven track record of driving revenue growth and increasing market share. Strong strategic thinker with excellent communication and negotiation skills.

## EXPERIENCE

### **Shephard Media, London - Global Business Development**

*May 2022 - Jan 2023*

- 360 sales across the globe within Defence industry
- Dealing with Directors/C-Suite within multinational billion dollar brands
- Focus on relationship building to aid Shephard across multiple products
- Average deal size: £20k

### **Ambie, London — Business Development Manager**

*July 2021 - May 2022*

- Target: £12k ARR pcm post probation
- Full 360 SaaS software; prospecting through to close
- Aided & trained new sales team in process & admin management - being the first contact for issues within Salesforce, Salesloft or Yesware
- Data first sales approach, assessing conversion rates at each step and finding ways to improve
- Lead performer out of new sales team post covid

### **Trinity Maxwell, London — Business Development Manager**

*Jan 2020 - Oct 2020*

- Business mobile telecoms, telephony & security
- Consultative based selling role, meeting with potential and existing clients to tailor a solution around their needs
- Also hired to use previous experience to generate new leads for our telesales team to increase their conversion rates on calls made to meetings booked

### **acasa, London — Partnerships and Growth Manager**

*Jan 2018 - Nov 2019*

- Identified & established key partnerships across our core demographic increasing the top of funnel traffic 13x from the previous year
- Identified and structured a way to engage leads in a complex buying journey, implementing calls to customers in a specific part of the journey increasing total checkouts by 12%.

- A direct hand in increasing signups 2.5x from the previous year through partnerships, sales processes, and growth marketing projects.
- Saw an average week on week growth rate of 25% in key season

### **Reposit, London — Partnerships Manager**

*March 2017 - September 2017*

- First sales hire in the company
- Selling an industry changing solution for letting agents to offer tenants “deposit free renting”
- Managing full 360 sales process, lead generation, product demos & contract negotiation
- Built scalable sales process from the ground up to hit company monthly OKR’s for both lead generation and new partners agreed
- Onboarded and trained a sales team while maintaining consistent company growth

### **DividaBill, London — Customer Success Lead**

*September 2015 - February 2017*

- Managed all inbound & outbound communications to customers - Increased responsiveness to customer queries from days to minutes
- Reduced a backlog of 700+ unanswered queries down to 0 and maintained weekly, implementing this as a core company OKR

### **Pro Publishing, Colchester — Online Sales**

*May 2015 - August 2015*

### **Countrywide, Haverhill — Sales Negotiator**

*November 2014 - May 2015*

### **haart, Bury St Edmunds — Sales Negotiator**

*June 2013 - September 2014*

## **SKILLS**

- New Business Development
- Strategic thinking and planning
- Account Management
- Relationship building and management
- Building scalable processes to drive growth