



Neeraj Kaushik

Deputy Manager

Experienced Sales and Marketing professional with over 7 years of expertise in business development, client relationship management, digital product sales, and market strategy. Proven track record in driving B2B SaaS sales, managing bid processes, and supporting risk consulting initiatives. Skilled in cybersecurity, bid management, and strategic planning, with a demonstrated ability to lead cross-functional teams and execute go-to-market strategies that drive revenue growth and client success.

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CORE COMPETENCIES

B2B SaaS & Digital Product Sales

Bid management and proposal development

Cybersecurity & Privacy Solutions

Tendering

Lead Generation

Stakeholder management

Sales Pipeline & opportunity management

Customer Relationship Management

Cross- Functional Team Leadership

Strategic Alliances management

EDUCATION

PGPM- Marketing and Sales
ICFAI BUSINESS SCHOOL

07/2016 - 07/2018,

Gurugram

BBA

Guru Gobind Singh Indraprastha University

08/2012 - 08/2015,

New delhi

EXPERIENCE

Deputy Manager

Oneclick Technologies Private Limited

02/2023 - 04/2024

Helping Enterprise deliver great customer experience globally

Achievements/Tasks

- **KMS Implementation:** Led the successful implementation of a Knowledge Management System, streamlining access to sales tools and improving efficiency.
- **Client Relationship & Sales Retention:** Managed key client relationships, boosting retention, upselling, and repeat business through loyalty programs.
- **Marketing & Lead Generation:** Developed marketing strategies that increased brand visibility and generated qualified leads, driving revenue growth through a successful LinkedIn campaign.
- **Strategic Sales & Market Penetration:** Executed sales strategies in BFSI, Telecom, and Automobile industries, achieving significant market penetration and revenue growth by leveraging emerging trends.
- **Sales Requirements Management:** Managed BRDs for sales projects, aligning outcomes with targets, enhancing product-market fit, and speeding up sales cycles.
- **Cybersecurity Solutions:** Developed strategies to help clients implement cybersecurity programs, protecting against threats and driving digital transformation.

Deputy Manager

DigitalEd

04/2022 - 04/2023

Working in Binary Semantics' LLP DigitalEd

Achievements/Tasks

- **Mobius Marketing & Promotion:** Led the marketing initiatives for Mobius in India and Saarc Countries, developing and executing campaigns that significantly increased product visibility and market penetration across the region.
- **Sales Cycle Management:** Handled end-to-end sales processes, from lead generation to conversion, and maintained a strong sales pipeline.
- **Strategic Planning & Risk Consulting:** Supported risk consulting business strategy development, driving strategic projects to grow the business.
- **Bid Management & Proposal Development:** Managed the entire bid lifecycle, from qualification to submission, ensuring a high "bid-to-win" ratio by coordinating with internal teams (legal, finance, business).

Business Development Manager

Binary Semantics Limited

08/2019 - 04/2022

Handling North India and East India for Multiple solutions related to Mathematical analysis, Statistical analysis, Optimization, Simulation, etc.

Achievements/Tasks

- **Strategic Sales Leadership:** Onboarded Atlas.ti products at Binary Semantics Limited and developed sales strategies that increased margins in Maple from 45% to 55%.
- **Tendering Process Management:** Led the tendering process across PAN INDIA for platforms like GEM Portal, Mahatenders, and eProcurement, ensuring timely and successful bid submissions.
- **Market Analysis and Growth:** Conducted comprehensive market analysis to drive business growth and profitability, implementing targeted sales and marketing activities.
- **Client Relationship Management:** Cultivated and maintained strong relationships with key clients, leading to repeat business and increased customer satisfaction.
- **Negotiation and Deal Closure:** Managed high-value negotiations, securing favorable terms and successfully closing deals.
- **Cross-functional Collaboration:** Collaborated with marketing, product, and operations teams to align sales strategies with overall business objectives.
- **CRM and Sales Pipeline Management:** Utilized CRM tools to track sales activities, manage the sales pipeline, and enhance customer engagement.
- **Mentorship and Team Development:** Trained and mentored junior sales team members, improving their skills and contributing to overall team performance.
- **Stakeholder Management:** Built strong relationships with key internal and external stakeholders, ensuring smooth communication and collaboration across teams.

Business Development Executive

SPSS

08/2018 - 08/2019

We assisted in establishing analytics usage in many leading organizations.

Achievements/Tasks

- Understand Customer's Business process, research and Analytic operations and suggest solutions based on SPSS range of products.
- Analyzing the latest marketing trends and providing valuable inputs for fine tuning marketing strategies.
- Collecting & collating market/client feedback and presenting the same to the management to facilitate decision-making.
- Managing Channel Partners/Re-sellers in assigned territory.

CERTIFICATES

Generative AI for Business Leaders

LinkedIn

Issued Feb 2024

Skills: Business Strategy, Artificial Intelligence for Business and Generative AI

Using AI in Customer Service

LinkedIn

Issued Feb 2024

Skills: Artificial Intelligence for Business and Customer Service Management

HONOUR AND AWARDS

Certification of Appreciation (08/2018)

SPSS

Appreciation Letter for Record-breaking performance of SPSS in first 30 days.

Merit Certificate on 'Green Planet' report (03/2008)

NAT GEO

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

Punjabi

Limited Working Proficiency

INTERESTS & HOBBIES

Chess

Artificial Intelligence

Bid Management & Operations

Cybersecurity Innovations

Weightlifting