

# RISHI JAIN

Business Development Professional with 6 Years+ Experience

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📍 Mumbai/Pune

## SUMMARY

Experienced business development and sales professional with hands-on expertise in new customer acquisition, funnel management and lead generation. Adept at networking with decision makers, conducting business introductions, and growing a strong customer base. Excellent communications and presentation skills with proficiency in CRM & lead generation tools.

Recognized for consistent performance and achieving targets over years. My area of work focus on delivering unmet needs in the area of sales revenue growth, customer success, and engagement strategies for SMEs & Global 2000 companies. Effectively understanding and representing value proposition and how it benefits brand partner's ecommerce strategy through professional and persuasive communication.

I currently manage the entire range of sales canvassing for the US & Canada market which includes lead generation to deal closure.

## EXPERIENCE

### Manager-Business Development

#### 123Stores Ecommerce Pvt. Ltd. (Amazon.com Reseller)

📅 03/2020 - Present 📍 Remote (New York, United States)

- Developed a deep understanding of the Amazon Marketplace & E-commerce business strategies.
- New Business Development:** Created and delivered presentations/Pitch to CXOs and decision-makers to close 62 contracts last year, which exceeded expectations by 20%. Best performer for the Year 2021-2022
- Over the course of 3 years achieved sales target continuously of close to \$4.5 million
- Mentor and guide to a team of 4 to achieve 180 new business collectively over the last 12 months. Onboarded 15 Large Accounts by identify the niche requirement and Amazon sales strategy
- Lead Generation:** Worked on developing the funnel matrix and improve the quality of leads. Created a database of more than 800+ leads in a month for the team.
- Key Account Management:** Using a CRM archived data, tracked down old prospects, resulting in getting back 22% of ex-clientele into the revenue stream and gained \$1+Mn in new business in 2021-22
- Sales Operations:** Worked with the sales enablement team & funnel management team to structure the sales process, identify gaps in the sales funnel & build collaterals which improved the conversation ratio from by 8%
- Monitor and improve key funnel metrics including Churn rate, Activation/Conversion% and Time to Value

### Associate Engagement Partner

#### MarketsandMarkets

📅 02/2019 - 02/2020 📍 Pune

- Exceeded sales target for straight 5 months in a row
- Extensively worked on Lead generation, lead development using various tools such as LinkedIn Navigator, Discovery and D&B Hoovers
- Closely worked with the marketing, advisory and sales team to bring in deals with ticket size more than USD 25K
- Produced high quality leads for Fortune 500 & Global 2000 companies managed by senior executives

## SOFTWARE & BUSINESS SKILLS

New Customer Acquisition

Client Engagement

Contract Negotiations

Lead Generation

Strategic Planning

Networking

Sales Operations

Account Management

MS Office

LinkedIn Sales Navigator

HubSpot

Lead Generation tools

Hoovers

## ACHIEVEMENTS



### 15 Large Accounts Acquisition

Company: 123Stores Ecommerce Pvt. Ltd.

Year: 2020-2022

15 large accounts onboarded in a span of two years



### Highest number of deal closure in a single month

Company: 123Stores Ecommerce Pvt. Ltd. Year: Nov, 2022

11 New Customer Acquired



### 22% of ex-clientele into the revenue stream

Company: 123Stores Ecommerce Pvt. Ltd. Year: 2021-2022

By establishing new sales strategy and funnel matrix

## EDUCATION

### PGDM-Marketing & Analytics

#### International Management Institute

📅 2016 - 2018 📍 Bhubaneswar

CGPA

8.33 / 10.0

- Rank 4th
- Received the Director's medal for overall contribution to the institute
- Senior Member Placement and Corporate Relations
- Lead Organizing Committee**  
Hr Round Table Conference in association with National HRD Network  
International Conference on Innovation, Market Competition and Economic Development

## EXPERIENCE

### Research Analyst

#### GEP Worldwide

📅 04/2018 - 02/2019 📍 Airoli, Navi Mumbai

- Project scoping, developed project briefs and scope of work (SOW), and coordinated with internal and external stakeholders during scoping calls
- Have collaborated with Fortune 500 and Global 2000 clients, provided market & deal intelligence services, and maintained a regular and effective dialogue with multiple stakeholders to ensure satisfactory project delivery
- Regular publication of research blogs on GEP's Market Intelligence News Desk that are customised to a given sector
- Worked on storyboarding, need analysis to draft marketing and sales collateral

### Sales and Marketing Intern

#### Spencer's Retail Ltd

📅 05/2017 - 07/2017 📍 Kolkata

- Develop different Strategies & innovative ways for Asset monetization to drive better financial performance through revenue growth by unlocking some or all the economic value embedded in various operational assets

### Marketing Executive

#### Shree Brahmaguru Roadlines

📅 06/2015 - 05/2016 📍 Mumbai

- Responsible for maintaining client relationships and lead generation
- Building sales collateral
- Regularly conducted meetings with SMEs
- Responsible for system maintenance and troubleshooting

## EDUCATION

### Bachelor of Engineering

#### Shri Sant Gajanan Maharaj C.O.E

📅 2011 - 2015 📍 Sheagon

GPA

7.34 / 10.0

- IEEE Students Chapter (2014-2015): Vice-Chairperson (External Affairs)
- Represented College at ALL INDIA STUDENT CONGRESS under IEEE Bombay Section

### SENIOR SCHOOL CERTIFICATE EXAMINATION (12th), CBSE

#### Lawrence & Mayo Public School

📅 2010 📍 Kota

- Grade/Percentage: 65.4%

### SSC (10th), Maharashtra Board

#### St. Xaviers High School

📅 2008 📍 Airoli, Navi Mumbai

- Grade/Percentage: 83.53%

## AWARDS



#### Director's Medal

Received the Director's medal for overall contribution to the institute



#### Best performer with 123Stores

Year 2021-2022



#### Scored NPA of 4/5

GEP Worldwide  
Scored a NAP 4/5 for successfully delivery a key project

Thank you for your time !!