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SALES/ MARKETING/ BD

Seeking challenging assignments across reputed companies

PROFILE

- An astute professional with 12+ years' experience in all areas of Marketing and sales, Public Relations and Corporate Communication.
- In-depth experience in Business and sales experience National and International, in-depth exposure to the entire spectrum of planning & implementing integrated marketing communications, business development strategies, brand building measures and promotions, team management and market research and sales.
- Having deep expertise in team recruitment, motivation and management to achieve aggressive business development plans.
- Focused and hard working with unsurpassed communication, organized presentation and interpersonal skills.

Core Competencies

Business Development ■ Relationship Management ■ Sales Planning ■ Team Management / Lead ■ Channel Management ■ Competition Analysis

PROFESSIONAL EXPERIENCE

Logiciel Lab LLP (Vadodara)

1st April 2016 till Date

Logiciel Lab LLP, is an offshore software services solution provider specializing Opensource technology, Microsoft technology, Cloud services, Native Mobile app solutions and Product Solutions.

I am keen to understand my client's projects and resource plans to then use my knowledge, understanding of the IT project life-cycle and my very own network to then provide the best solution/s to improve/enhance their business with top-quality candidates.

PROFESSIONAL SYNOPSIS

- Top performing Software Sales Professional with capability of developing and increasing business from existing/new territory.
- Flexible in handling different territories [APAC, Africa & Europe].
- Travelling to assigned territories for the business development.
- Result oriented professional with experience in Presales / Sales activities involving New and Repeat Business acquisition, Prospect Mapping, Lead Generation, Product Demonstration, Presentations & Proposal submission, Negotiations & Order Booking, Closure and Collections.
- Possessing good written and oral communication skills including technical knowledge of project development lifecycle

- Identify and conduct research on emerging new technologies, services, and market trends
- Co-coordinating with clients via e-mail, Skype, chat messenger or Audio-Video calls.
- Responsible for Sales generation and Account Management in APAC, Africa & Europe.
- Co-lead exploratory discussions with potential Channel partners, BFSI & Government clients
- A Techno-Commercial profile with core responsibilities of Business Development, Client Initiation & Account Management in APAC, Africa & Europe Market.
- Strong Partners in Singapore, Malaysia, Bangkok, Hong Kong, Australia, Mauritius, Reunion, African country, France, Italy, UK.
- Participated in International conference and exhibitions,
- Getting repeated business every month from this Partners and always trying to explore new country
- Ownership of End To End sales cycle including Opportunity Identification, Need Analysis, Presales, Sales, Delivery, Implementation and Ensuring long term customer relationship.
- Communicate and collaborate with a broad range of constituents (product, engineering, marketing, sales, legal and top external executives)
- Proposal presentations to key decision makers, effectively sell the capabilities and credentials of product and organization.
- In-depth Market-Analysis of assigned territories and implementing strategies for revenue generation and maximization of profits.
- Personal creation of marketing tools and devising strategies so as to increase sales-generation and closing of corporate business-deals

Rishabh software Pvt Ltd (Vadodara)
Assistant Manager (International sales)

5th October 2015 till 1st March 2016

- Rishabh Software is a CMMI Level-3 company that provides web, mobile and cloud development services, business process services and engineering services. With our offices across the US (Silicon Valley), UK (London) and India (Vadodara) and company is focusing vast range of technologies.
- Territory include Entire Europe
- Responsible for Channel Partner Development and Client Relationship Management
- Handling telesales team and Bidding Team working on Upwork, Freelance and PPH.
- Taking care of proper daily reporting structure from sales team and reporting my Manager weekly twice and having monthly meeting with CEO for monthly updates and developments.
- My role here is to represent my company and promote the services and domain we have expertise, and company has 250+ resource and have to regular update from Team leader and project manager if the benches are open and have to target technologies accordingly.
- Open channel partner concept in software services industry.
- Opened channel partner in Greece, France and UK and More focusing of Mobile Technology like Android, iOS and window and also ecommerce platform like magento, eCommerce, Woocommerce , Nopcommerce
- Also company has an cab reservation product, which also I am promoting to taxi companies in Europe.
- Handling bidding team preparing detail proposal and submitting and won good orders from bidding.
- Creating and updating profile on bidding portal so we are on top 10 list and also responsible for payment follows.

- Giving proper update to channel partner and updating them about new technologies included in Rishabh software,
- Training sales guy at client side and giving company presentation on Skype at client side.
- And handling some corporate fortune client and getting repeat business.
- Having good experience on working on Microsoft Dynamic CRM 2011.

Innvonix Technologies LLP (Ahmadabad)
Business Development Manager (International sales)

1stSeptember2014 till 4thOctober 015

- Territory include Entire Europe and Middle east
- Innvonix is a software development company, and corporate office and development centre in Ahmadabad.
- I was responsible for promoting Open Source Technology PHP, Java, and Microsoft Technology and Mobile Technology, Design, QA Testing.
- And also handling complete bidding team of 3 people and 4 sales executive.
- Having expertise on bidding portal likes, Upwork, PPH, Guru, Freelancer and cracked very good project and clients are regular channel partner for our services
- Creating presentation according to Technology wise and giving demo to prospect client.
- Handling Telesales team who where creating and leads and my responsibility was to make prospect and close the lead
- Maintaing Zoho CRM for complete sales process
- Making complete scope of work with milestone modules and creating detail proposal and submitting to client.
- Coordinating with developers and client for project and responsible for bug free delivery with complete Testing.
- Coordinating with client for payment
- Made very good channel partner in UK, France and Benelux region who are national partner for entire services which innvonix Provide.
- Also taking care of Hr department and taking care of requirement

Astrum HK Limited. (Mauritius)
Business Development Manager (International Sales)

May 4th 2009 till August 2014

(Educational Erp Software Solution & Software Security Product with enterprise Solution and Cloud Security)

- Territory include of African country, Mauritius, Madagascar, and moving to Middle East.
- Astrum HK Ltd is in authorized distributor for Educational Erp Solution and Software Security Products and enterprise solution from single user to two thousand users.
- I joined Astrum in Mauritius as BDM for national and international sales and worked there for 3 years of time and penetrated our software in Educational institute, financial institute and govt Sectors, and also developed strong channel network base for our security products and became top five distributors in Mauritius and monthly sales of six to seven million Mauritian rupee..

- School Management software implemented in Mauritius, Kenya, Botswana, Nigeria, Madagascar, and Reunion.
- Giving online demo through UVNC explaining about School management software, showing them the feature of software management.
- Showing client the important of web base application and this software don't require any specific hardware of software to run this ERP and showing them feature of software like fees Management, admission module, Printing module, website integration Api ,sms and email integration, consolidate MIS report. Subject Management, imp of student grade book, user Management and console management, Library management, online registration, Inventory Management, time table, result, event management and showing them most imp of security management.
- Meeting with top level of management and convince them the imp of school management erp software and convincing how you can cut down your cost and get one point solution while implementing this.
- Also meeting with Principals and Teachers and showing the imp of School management erp software and how it can help them to teach them in more organized form and can have each student report while getting online and find what's going on in school.
- And also taking feedback from school management teachers, Principals if require any specific module, and convincing them that we will take care of all your technical issue of day-to-day and provide you online support through UVNC and if require will provide you insight support as per terms.
- Taking care of pricing and studying school requirement what exactly modules they require and with help of support team we implement it.
- And taking care of responsibility with support team for maintaining erp systems in order to ensure it to provide school with proper business solution and accurate result.
- With help of support team resolved all concerns raised by end-user on bugs and glitches.
- Supervised and overseen security management and audit trails.
- And taking care of client in all manners so that we get each year renewals and making Professional relation and personal relation with top-level management and middle level management so we can understand more clients and get easy for your renewal.
- And with educational software erp, also take care of Security products as its fast-moving products and very easy to penetrate in corporate house financial institute and government sectors, smb, and educational institute.
- Creating marketing plan taking appointment with client and giving them demos and showing them feature of security products and what imp is there in today day to day life and how it can secure your network and your valuable data, and can save your internet bandwidth and Management console.
- Once getting appointment with top level management, giving them demo personally and showing feature live how they work.
- Feature like Endpoint security with device management and application control, Network outbreak prevention with live alerts and reports, print activity, asset management, firewall with both servers and client, fast and intelligent demand scanner, active directory service integration, cloud base security network and ensure protection against current thereat, auto backup, export and import of management console setting, automatic compressed update so system don't get slow, and also provide solution on mails scan for window base and Linux base and option of remote support inbuilt an 24*7 online support given by company and if required given on sight support.
- And most important them showing the comparison of two to three products and how our eScan and norton security products are better than other products and showing this on live demo.
- Finding leads form social media, Google, taking parts in info tech exhibition and some time buy leads form websites.
- Also taking care of pricing and follow up with client for payment and providing sales report daily weekly and monthly to director.

- Open corporate account like Banks (BOB) MCB, Addicon, IOC, Call centers, Garment manufacturing industries and smb.
- Breaking new avenues & driving sales growth.
- Developing relationships with key decision-makers like CEO and General Manager, Top level Govt employee and good relation with Dean of University and PSU employee.
- Traveling, depending upon the business need and plan schedule international and domestic travel. Currently posted in India Mumbai and handling Africa and Indian Ocean country and Middle East.

Avsoft Technologies (SmartCOP) LIMITED (Security Software) - HEAD OFFICE Delhi 1st Nov 2008 – April 30th 2009

Branch Manager Ahmedabad – Corporate Sales and Channel Sales.

- Privileged to start Branch in Ahmadabad. To develop Channel from ground level and to introduce new product in Channels Sales in India. Product sales planning and forecast, enhancing product reach in channels, and develop support team,
- To develop channels for sales of products in Corporate, Government and PSU's.
- Managing Existing Key Accounts & Acquisition of new Major Accounts
- Maintains regular interactions & follow up with Key Clients and mining new business opportunities.
- Monitoring Profitability of India, in terms of numbers and Revenue. Managing the branch and monitoring individual performance. Promoting performance, innovative ideas, freedom, and quality work.
- To keep track of competition activity products and technology to enhance Antivirus software Sales.
- Handling Complete run through and strategizing the business growth and market coverage
- To recruit, handle, monitor and train team to enhance sales.
- Regular contacts with customers and thereby build good rapport and long-term business relationship.
- Making Presentations to the prospective clients, negotiating on the terms and conditions
- Execution of orders and payment recovery.
- Analysis of competitor's activities & pricing strategies.
- Training new marketing staffs and help them in analysis of customer behavior to enhance sales and profitability.
- Making Observatory & Demo/Joint Calls with Sales Team and Technical Team. To regularly visit corporate and make presentations for smartCOP antivirus software and mail scan product.
- Manage and motivate sales team, train and develop them to give their optimized performance.
- To impart training and thereby upgrade team on IT products, trends, competition activity, technology so as to give them competitive edge over competition.

**MICROWORLD TECHNOLOGIES INC.(ESCAN SECURITY SOFTWARE), MUMBAI – INDIA
Jan 2006- Nov 2008**

The company is in to Security software product (escan) having Corporate office in mumbai and product is sold in more than 90 countries.

Techno commercial executive (Ahmedabad)

- Proficient in developing business for the organization, identify business opportunities & generating business plans to achieve the same & locate clients in targeted segments to secure profitable business.
- Identifying & developing locations / Channel Partners, for new profitable ventures and areas of improvements for revenue generation.
- Provide necessary actions for maximizing sales in almost fourty dealers and accomplish monthly sales plan constantly.
- Identifying prospective clients, generating business from new accounts and developing them to achieve higher market share/ consistent profitability.
- Project various appraises and current market and along with retail sales and provide necessary communication with managers and consumers.
- Provide supervision and organization for particular promotional occasions
- Open many accounts in corporate and Govt sector in Gujarat.
- Lead the efforts across developing reliable vendors thereby, resulting in deeper market penetration and wider market reach.
- Organized many dealer meet and corporate meet in most of the cities.
- Participated in exhibition and generated very good business ACMA, BITA, SITA, ABITA, VITA..
- Adept at managing the entire business operations and developing need based solutions to meet the specific requirements as well as handling pre and post sales operations.

EDUCATIONAL & PROFESSIONAL CREDENTIALS

BA (Economic), 2006

MSU Baroda (Maharaja Sayajirao University of Baroda)

ADCHN (Advance Diploma in computer Hardware and Networking)

MCSE (Microsoft Certify System Eng)

CNE(Certified Novel Eng)

DCA (Diploma in computer Application.

Date of Birth: 20th January 1982

Language Proficiency: English, Hindi, Gujarat, And French Bigner.