Anjali

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Experience

NivaPay   Bangalore, India
Business Development Manager   July 2023 – Present
- Led all aspects of business operations, overseeing strategy and execution end-to-end.
- Managed the entire sales process, building a pipeline of ~2000 leads.
- Closed 7 major partners, unlocking **$5 million USD** in monthly payment volumes.
- Onboarded the largest client in the Gaming Category, generating **$2 million USD**.
- Worked closely with the CEO, on various projects including the GTM & Marketing strategy.
- Conducted market research to identify global expansion opportunities.

Simpl   Bangalore, India
Senior Associate Business Development and Strategic Partnerships   June 2022 – April 2023
- Onboarded 80 merchants across 5 categories, totaling **INR 20Cr** in GMV.
- Built a pipeline of INR 100 Cr through inbound and outbound channels.
- Closed the largest merchants in Sports Nutrition and Personal Care, amounting to annual GMV opportunity of INR **~84 Cr**.
- Contributed to merchant acquisition strategy with pricing, referral, & performance marketing inputs
- Crafted the GTM strategy for onboarding large merchants and optimizing their revenue.
- Achieved **"Exceeds high bar"** rating in yearly performance review.

Ecovia   Bangalore, India
Business Associate   November 2021 - May 2022
- Worked closely with the founders on the business model, led product development
- Created foundational product prototypes, strategized & executed customer referral programs.

Leadership & Activities

- Led NivaPay's business operations, overseeing strategy and execution end-to-end. Successfully closed 7 major partners, unlocking $5 million USD in monthly payment volumes.
- Strategised and led execution of the GTM strategy for onboarding large merchants at Simpl.

Education

Indian Institute of Technology Kanpur   Kanpur, India
Bachelors in Chemical Engineering   July 2021
SheFI   Remote
Scholar at SheFi's Web3 Educational Program   Ongoing

Skills & Interests

Tableau, Power BI, MS Office. Jira, Microsoft Project, Salesforce, HubSpot, Google Analytics, SEMrush, Team leadership, strategic vision, effective communication, negotiation skills,