

“Aspiring to pursue challenging assignments in Sales / Business Development with a front-line organization.”

Synopsis:

Being an enthusiast, a result oriented and self-motivated professional with **04+ Years** exposure in Business development, Sales and Marketing with leading IT consulting firms globally. I believe that my excellent business communication, interpersonal skills combined with detail oriented attributes in IT have developed strong corporate relationship management, leadership and organizational abilities. Expertise in managing business operations with key focus on business development in IT services & solutions.

Proficient with the flair of charting out business strategies, developing branding & communication strategies, image building and media management. An excellent communicator with the ability to generate broad coverage, through creative, consistent sales / marketing efforts.

Proficiency Forte:

- Business Development
- Product Management
- Market Research
- Customer Relationship Management
- Channel Management

Academic Credentials

- Masters Degree in **Sales & Marketing** from Jawaharlal Nehru Technological University, AP. 2011

Other Credentials

- Efficient team player and people manager with good interpersonal skills.
- Flexible to dynamic IT business environment.
- Trained & certified in teleprospecting skills.
- High level competency in M.S. Office.

Career History

Eidiko Systems Integrators – Leading IT Consulting & Services Firm (September’ 2014 to Till Date) **Senior Executive- IT Inside Sales/ Business Development**

Major responsibilities handled:

As a part of Sales Team I am responsible in increasing the Client Reference & Generating Business through Leads, Opportunities & New Logos in Target Markets. I directly reports to Sales Head & I closely works with him in short listing the Potential Accounts classifying by Industry & Geography. Create brand awareness about Eidiko Systems Integrators as a brand, among possible clients. Building client relation and develop a strong pipeline to generating the leads, converting into opportunities to close the deals.

Core Functions:

- ✓ Actively involved in end to end sales cycle from generating a Lead to closing the Account.
 - ✓ Selling software services/ solutions on IBM Stack:
1. **Cloud Solutions on** Iaas/ Saas/ Paas/ Backup as a service
 2. **Middleware solutions on** Websphere/ IBM Integration/ BPM/ MDM/ MQ
 3. **Enterprise mobility on** IBM Worklight
 4. **Infrastructure services** DC & DR solutions etc.,
- ✓ Closely working with IBM sales team, discussing about the go to market strategies to increase the business.
 - ✓ Engaging with CXO level people and understanding their Business Challenges and proposing Products/Technologies which meet Customer requirements.
 - ✓ Closeley working with presales team in responding to proposals & sharing BOM with clients.
 - ✓ Short listing the Target Accounts according to Verticals, Market Research, Cold Calling, E mail Campaign’s, Networking at Business Gatherings, Increase the pipe line & Meet clients face to face.

Achievements:

- ✓ Closed a **\$ 03 Million Dollar** deal with Leading pharma company on setting up a **DC & DR** in their location with 05 Yrs Managed Services by IBM.
- ✓ Closed a deal with leading Tier-1 IT consulting provider in **BPM technology support**.
- ✓ Closed a deal with a big insurance company in implementing **Oracle BPM** in their environment.
- ✓ Closed a big deal with a leading bank in providing technology supporting services for 03 Years.

Cognizant Technology Solutions – Fortune 500- IT Consulting & Services Firm (Dec' 2013- Aug' 2014) Executive- Global Sales Enablement Group

Major responsibilities handled:

As a part of GSEG we are integral part of the Cognizant sales function. Responsible for generating leads, opportunities & New Logos within target accounts. I support Cognizant field sales team by providing information about perspective clients and also create brand awareness about Cognizant as a brand, among possible clients.

Core Functions:

- ✓ I have involved in account profiling and planning with my On-Site Account Executive work collaboratively on doing research and finalizing the target account list for the respective year.
- ✓ Engage in meaningful conversation with key decision makers and leverage references, network through outbound lead generation.
- ✓ Work closely with vertical delivery/ BD teams to ensure faster turnaround to clients and collecting appropriate information through involving in BD team calls to understand upcoming solutions and trends.
- ✓ Closely supporting the marketing and Account Executives for industry events. Support vertical campaigns, Pre & Post Event follow ups.
- ✓ Building client relation and develop a strong pipeline to generate & nurture the leads, converting into opportunities to close the deals in generating revenue to Cognizant.
- ✓ Identify and participate in Vendor Registration Process, ensure Cognizant participate in upcoming RFI & RFP process.

ITC Infotech India Ltd. - Global IT Consulting Firm Executive- Inside Sales

(April' 2012 to December' 2013)

Major responsibilities handled: Sales of IT business all in one consulting / implementation/ support services, Testing services, Infrastructure management, App. Development & Maintenance and BI services.

Highlights:

- ✓ IT Consulting Services & Solutions Sales, Ability to sell IT Services to the existing clients, New Business Development Sales, proven offshore sales and strong client relationship.
- ✓ Identify, qualify and close new opportunities; develop and nurture client relationships and gather requirements for new and existing opportunities.
- ✓ Selling complex business and technology solutions and maintaining relationships with senior client executives.
- ✓ Consistently maintain strong pipelines to achieve annual quotas / targets.
- ✓ Formal Sales training, Telephonic Prospecting Skills certifications, etc.

Skills: Contact list building, Market Research, Cold calling, Setting appointments, new business development, CRM etc.

Achievements:

- Closed a deal with a leading global Insurance provider on providing Data Masking services.
- Closed a deal with a international bank on implement BI tool in their environment.

PERSONAL SNIPPETS

PASSPORT : Yes

PAN : BKDPB7108N

Hobbies : Reading books, Music, Cooking and Traveling.

DECLARATION

I hereby declare that the above mentioned information is correct, up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

Place :

Date : (Krishna Chaitanya B)