

Karthik Parupalli

Address: Norra Skogsrundan 53, Åkersberga, Stockholm 184 64

E-Mail: karthik.parupalli@yahoo.co.uk

Mobile : +46 769783140

Availability – Immediately available to join

Career Profile:

A well-qualified and goal-oriented professional with rich work experience in IT, SaaS Outbound / Inbound channel, **Inside Sales, Lead Generation, Account Management and Business Development**. Has a perfect blend of strong business acumen and profound domain knowledge, with a proven track record of analytical, entrepreneurial, **team management** & communication skills and would like to pursue a successful career within the relevant field.

Career Progression:

Nandini Travels from April 2024 till date (Title: Business Manager)

- Currently in the process of selling and transitioning the business, ensuring a smooth handover and managing the closure operations.

Roboyo AB from June 2022 to March 2024 (Title: Global lead – Business Development)

Key Role & Responsibilities-

- Responsible for **Nordics territory**, developing and owning a sales strategy and business plan dealing with CXO level prospects within our ICP's
- Manage end to end sales cycle in Nordics region with an annual target of USD5M (Achieved 2.6M during the period – April to Dec 2023)
- Collaborate with global CBO's & Marketing team to set up and run specific marketing campaigns • Point of contact for all website inquiries (Inbound). Responsible for handing it over to respective teams, globally for prequalification
- To develop and continuously upgrade new innovative sales techniques at an individual level as well as in the group
- Go to person for any help related to **CRM** and other **sales tools** such as Zoho, Salesforce, LinkedIn Sales Navigator, Waalaxy, Cognism, ZoomInfo Engage etc.,
- **Additional Responsibility** - Manage the global BDR team at various locations such as Nordics, United Kingdom, DACH, Western Europe, APAC, and North America
- Mentor the team in generating quality leads for the company through outbound processes (Channels – Emails / Cold calling / Social Selling - LinkedIn)

Digiexam AB from November 2021 to March 2022 (Title: Sales Development Specialist)

Volumental AB, Stockholm from May 2018 to July 2021 (Title: International Sales Developer)

Key Role & Responsibilities-

- Generating leads and building sales pipeline in chosen segment – **US, EMEA & APAC** regions • Account management role for small and medium businesses, involving in end-to-end sales cycle from lead generation to close
- Market Research, identify key players and generate interest
- Implementing email marketing strategy to target potential customers using different tools such as Reply.io, Hubspot and Pipedrive
- Responsible for monthly, quarterly, and yearly leads/ sales / pilot's targets
- Responsible for inbound inquiries – Webpage
- CRM Owner – Zoho

SiteGainer, Stockholm as SDR from May 2017 to April 2017 (Title: Sales Consultant)

ZenQ Quality Assurance Ltd, India from October 2012 to February 2017 (Title: Team Leader, Inside Sales)

Key Role & Responsibilities -

- Team Lead for ROW (Rest of the World) team. Looking after various regions - Europe, Australia, New Zealand, Middle East, Africa, India, Singapore, Thailand, Hong Kong, and Malaysia
- Monitoring 18 members team and supporting them in finding out the right type of companies as part of their research
- Individual target of achieving quota of USD1M on lead generation to closing of new accounts in EMEA and APAC regions (Exceeded the target in 3 consecutive years – 2014, 2015 and 2016)
- Providing the team with training in lead generation, market research and email marketing • Identifying new business opportunities in ROW region and achieving the revenue targets • Research, interact and maintain relationship with C level clients in respective regions as PoC • Conducting weekly and monthly meetings with team and discuss the strategies to achieve quarterly targets (qualified leads)
- On request of sales managers, working with the respective team to build the relevant data and run a campaign in that region
- Giving proper training on CRM – Suite CRM to teammates for adding accounts, contacts, opportunities and doing email campaigns
- Maintaining and updating weekly, monthly, quarterly details of the team in Google drive • At times doing cold calling on behalf of BDE to align an initial meeting with prospect • Explain inside sales workflow at ZenQ to new employees and mentor them for 2-3 weeks, until they become confident to handle things on their own
- On request of the sales managers, taking the initial level sales call and gathering the necessary requirements of the prospect
- Reviewing BDE resumes and taking the first level, telephonic interviews
- Maintain an accurate sales pipeline and forecast in the CRM system
 - Create work orders, MSA documents and share the signed copies to finance to raise the invoice

Uurmi Systems Private Limited, India from March 2012 to October 2012 (Title: Senior Business Development Executive)

Key Role & Responsibilities -

- Responsible for client interactions and developing relationship with target accounts –DRDO labs located all over India
- To give first level product demos and presentations to the client, helping them to understand the technology involved and to discuss the solution offered
- Plan and coordinate for participation in Events /Trade shows

HCL Infosystems, India from Sep 2007 to Aug 2008 (Title: Channel Sales)

Key Role & Responsibilities -

- Latest IT gadgets Desktops, Laptops through Channel Distribution
- Attend to sales calls, generate new sales leads and queries, and achieve sales targets • Meeting existing channel partners and maintaining healthy relations with them • Channel partners into LFR (Large Format Retail)
- Organizing partner specific promotion activities such as paper inserts or road shows as per the needs and requirement

Computer Factory India Limited from Sep 2006 to Sep 2007 (Title: Business Development Executive)

Key Role & Responsibilities -

- Responsible for complete business development of two different SCM/ERP software, Peopleware and Chainsys
- Lead Generation
- Implement outbound process through cold calling, email marketing and work with lots of different stakeholders, be they clients, colleagues, managers, or prospects to generate quality leads and hand it over to sales team

Education:

(2009-2011) MBA in International Business from Sunderland University, United Kingdom.

(2004-2006) MBA in Marketing from Pune University, India.

Technical skills & Expertise in sales tools:

SAP (SD) Sales & Distribution R/3 4.6. MS Word, MS Excel, MS PowerPoint. **Zoho CRM, Suite CRM, Salesforce, HubSpot, Pipedrive, Reply.io, LinkedIn Sales Navigator, ZoomInfo, Insideview, Calendly, Zoom, GoToMeeting, Slack, Mailchimp, Hunter, snov.io, findthatlead, skrapp, Zoho campaigns, Waalaxy, Cognism, Engage**

Languages:

English & Asian

Awards and Achievements:

- Received “Best Performer” awards in Sales for the year 2013-14 & 2014-15 respectively at ZenQ • Received “Champ of the Month” awards for more than 12 times at ZenQ
- Achieved 27 qualified leads at Uurmi Systems in just 6 months
- Received “Best Salesman” award at HCL Infosystems for the year 2007-08
- Core Group Member for Annual Cultural & Sports at School and Gymnasium • Member of cricket, volleyball, basketball and table tennis team across my student and professional career
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Other Interests and Activities: Music Theory, Technology Blogs, Social Networking, Travelling, Cooking and Teaching.

Reference: Available on request