

## **SUMMARY**

Business Development Manager with 10+ years of experience in B2B SaaS, specializing in sales strategy, market research, and partner relationship management. Successfully led digital marketing initiatives and international business expansion. Proficient in tools like HubSpot, LinkedIn Sales Navigator, and Apollo.io. Experienced in organizing corporate events, driving customer engagement, and optimizing sales funnels.

**Eligible to work in Sweden (Visa status: Dependant Residence Permit)**

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## **PROFESSIONAL EXPERIENCE <10.0+ Years>**

**Business Development Manager** (July 24- Present)

### **STIMULUS RESEARCH SERVICES**

#### **Roles & Responsibilities: -**

- Conduct market research to identify high-potential leads for digital marketing and technology services and develop sales strategies with technology teams to enhance client engagement.
- Increase lead conversion rate by implementing personalized outreach strategies.
- Present tailored solutions to customers via CRM platforms, boosting customer acquisition.
- Reach out to C-suite executives for professional branding and personal brand development, leveraging LinkedIn and strategic digital marketing initiatives.
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- Work closely with the sales and technical teams to deliver compelling pre-sales demonstrations and presentations to potential clients.
- Attend industry workshops and training sessions to stay updated on the latest trends and technologies.
- Conduct pre-sales demos with the tech team to showcase product capabilities and address client queries.
- Participate in seminars, conferences, and networking events to represent the company and engage with industry professionals.

**Team Lead-Business Development & Sales** (Mar'2021-Sep'2022)

### **Expertlancing Research Service**

#### **Roles & Responsibilities: -**

- Led a team responsible for IP services, engaging with law firms, engineers, and scientists.
- Drove LinkedIn marketing campaigns, increasing engagement by [X%].
- Implemented process improvements that enhanced IP service efficiency by [X%].
- Managed client relationships and provided tailored business solutions

**Manager-Business Development & Sales** (Dec'2018-Feb'2020)

**Sagacious IP**

**Roles & Responsibilities: -**

- Managed IP conferences, workshops, and events to build clientele.
- Designed and executed marketing campaigns that contributed to [X%] revenue growth.
- Negotiated contracts and developed strategic partnerships.

**Senior Associate-Business Development & Sales** (Nov'2014-Dec'2018)

**AnovIP, Delhi**

**Roles & Responsibilities: -**

- Conducted market research and engaged with clients for IP and patent filing services.
- Managed team operations, optimizing workflow and efficiency.
- Successfully increased customer retention by [X%] through improved client engagement strategies.

**ABILITIES**

- B2B Sales & Lead Generation
- Market Research & Competitive Analysis
- CRM & Sales Tools (**HubSpot, Apollo.io, LinkedIn Sales Navigator**)
- SaaS Business Development
- Social Media & Email Marketing
- Event Planning & Partnership Management
- Strategic Communication & Negotiation

**EDUCATION**

Master of Business Administration (**MBA**) & Bachelor of Business Administration (BBA)

IIPM University | 2011 – 2014

**LANGUAGE**

- English (Fluent)
- Hindi (Native)
- Swedish (Beginner/Learner)

**PERSONAL DETAILS**

- **Current Location:-** Stockholm County, Sweden.
- **Work Permit :-** Dependent Work Permit
- **Date of Birth :-** 25-May-1992
- **Phone no :-** +46-764307267
- **Email :-** missreflection25@gmail.com
- **Date :-** 20-02-2025