

Louis Joseph Kavalam

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PROFESSIONAL SUMMARY

Technically-grounded **Business Development Professional** with a specialized focus on SaaS and Cloud solutions. Expert at translating complex technical architectures into high-impact business value and revenue-driving opportunities. Proven track record in market research, lead qualification, and consultative sales strategy. Multilingual communicator (English, Hindi, Malayalam, Tamil) dedicated to identifying growth opportunities and fostering long-term client relationships within the CRM and IT sectors.

EDUCATION

VIT Bhopal University	2022 – Present
Bachelor of Technology, Computer Science and Engineering	CGPA: 7.3/10

STRATEGIC SKILLS

- **Business Development:** Lead Generation, Market Research, Competitive Analysis, Cold Outreach, Sales Forecasting, Proposal Drafting, CRM Strategy
- **Client Engagement:** Consultative Selling, Requirement Gathering, Stakeholder Presentations, Conflict Resolution, Public Speaking, Strategic Networking
- **Technical Expertise:** SaaS Solutions, AWS Cloud (Practitioner Level), Oracle OCI Architecture, SQL, Python, Advanced Excel, Backend Workflow Automation

PROFESSIONAL EXPERIENCE

Real Estate CRM & Lead Platform	2023 – 2025
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- Conducted buyer persona analysis and designed property showcase workflows aligned with sales strategy.
- Built structured inquiry pipelines and lead scoring frameworks to prioritize high-conversion prospects.
- Collaborated with stakeholders to bridge functional requirements with technical system architecture.

Automated Sales Pipeline Backend	2026
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- Engineered automated lead tracking and assignment system using NestJS and Prisma ORM.
- Improved reporting efficiency through optimized query design for real-time performance dashboards.

CincoShare – Secure SaaS Strategy	2026
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- Performed competitive benchmarking to identify enterprise adoption gaps in secure file-sharing markets.
- Developed value positioning documentation tailored for non-technical decision-makers.

LEADERSHIP EXPERIENCE

Event Manager — EV Club, VIT Bhopal	2023
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- Managed end-to-end execution of technical events for 200+ participants.
- Led sponsorship outreach, vendor coordination, and cross-functional team management.
- Mitigated operational risks and ensured seamless live event delivery.

CERTIFICATIONS & INTERESTS

- AWS Cloud Practitioner
- OCI Migrations Architect Professional and Foundations Associate.
- MongoDB Associate Database Administrator
- Continuous learner in SaaS ecosystems, CRM architecture, and data-driven sales strategies
- Strong interest in governance frameworks and regulatory environments affecting tech businesses