

## Professional Summary:

- Result oriented professional with 5+ years of experience across Marketing, Sales, Business Development, and Key Account Management in IT (SaaS, PaaS, CPaaS solutions) , Digital Marketing.
- A keen performer with a capacity to achieve strong results through a combination of strategic capability, creativity, operational grounding, excellent interpersonal skills and extremely high commitment level.
- Success in the development of business solutions, with a flair for adapting quickly to dynamic business environments.
- With strong communication, logical and problem-solving skills ability to work under pressure situations and meet deadlines.

## Key Skills:

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|----------------------------------|------------------------------------|------------------------------|
| -Solution Sales                  | - Strategic Alliances/ Partnership | - Software Sales             |
| -Team Building Expertise         | - Key Account Management           | - Product / Brand Management |
| -Revenue and Profit Maximization | - Business Development             | - Concept Selling            |

## Work History:

### BUSINESS DEVELOPMENT MANAGER

04/2016 TO PRESENT

### BHAVANA TELEVENTURES LTD – MUMBAI

- Selling SaaS solution Keep In Touch – A Customer Engagement Platform (CRM for Contact management and Sales Management attached with Market place) in SME and corporates at CxO level. Contact Center Solution and Zoho CRM.
- Coordination with technical team and client while integrating contact center with customer's existing CRM.
- Lead entire sales cycle, including lead generation to negotiation till closure.
- Account management for brands in FMCG, Insurance and trade domain (Digital Solution).
- Taking a comprehensive sales training for team and channel partners.
- Served as a company representative at trade events (Marathi Business Exchange, BNI , MSME) to promote company objective.
- Hunting for new customers and adding new logos to company's customer base.
- Work closely with channel partners to ensure revenue and product placement.

## Highlight:

- Planning (Requirement analysis and briefing to technical team) and budgeting for process automation in marketing function – Collateral Management and processing Platform. Bagged revenue 0.4 million
- Budgeting and implementation coordination with technical team in process automation in Finance function – Implemented in Indian Railway. Robotic process automation in PF system with 1200+ rules. Bagged revenue 15 million
- HRMS project with Central Railways
- E-commerce platform development for MSRLM. Bagged revenue 0.5 million
- Alliances with partner network in Mumbai, Pune, Chennai, Varanasi, Bangalore for SaaS product and SMS gateway

**SALES MANAGER - PRODUCTS**  
**INTELLIGENTIA IT SYSTEMS – MUMBAI**

**10/2015 TO 04/2016**

- Experience in selling SaaS solution Spocto -- a multi-channel, predictive analytic driven marketing automation platform and digital solution.
- Part of building product roadmap (statement, USP and price Planning), Go-to-Market strategy.
- Served as the external evangelist for the product along with sales and marketing.
- Worked closely with brands and agencies in parallel to explore business opportunities.
- Led entire sales cycle, including lead generation to negotiation till closure.
- Strategic alliances with agencies and brands.

**Reason for change:** Company relocated to the Bangalore and now company new identity is Rapyder Cloud Solutions Pvt. Ltd.

**BUSINESS DEVELOPMENT EXECUTIVE**  
**ROUTE MOBILE LIMITED – MUMBAI, MH.**

**05/2014 TO 10/2015**

- Sale of enterprise based end to end SMS, Voice, and IVR platform on SaaS model, PaaS and digital solutions.
- Dealt with Enterprises directly as well as appointed and managed channel partners for India.
- Worked closely with channel partners and advertisement agencies, in parallel to explore new business opportunities.
- Hunting for new customers and adding new logos to company's customer base.
- Solution to the customer against his business and technical needs.
- Lead entire sales cycle, including lead generation to negotiation till closure.
- Key account management and targeting cross sale and up sale in existing account.
- Liaising closely with delivery and maintenance team to ensure timely deliverable.
- Consistent growth in revenue from existing accounts.
- Gather business intelligence, market insights for products and services.

**Reason for change:** Professional and the personal growth.

**BUSINESS DEVELOPMENT EXECUTIVE**  
**88DB.COM INDIA PVT LTD (A SUBSIDIARY OF JDB HOLDINGS LTD)– MUMBAI**

**09/2012 TO 04/2014**

- Selling website solutions to SME and mid-size business.
- Monitored market activity and quoted pricing to maintain healthy profit margins.
- Achieving monthly sales target with ability to manage the entire sales life cycle from generating leads, setting up meetings, developing and submitting proposals to contractual activities and Go-live.
- Negotiation prices, terms of sale and service agreements.
- Understand customer requirement and wrote briefs for technical team to avoid extra man hours behind the development and to achieve satisfactory outcome.
- Client relationships by acting as the liaison between the customer service and development team.

**Reason for change:** Company closed.

**MANAGEMENT TRAINEE (SALES-MARCOM)**  
**VIDEOCON INDUSTRIES LIMITED– AURANGABAD, MH.**

**07/2011 TO 08/2011**

- Worked with Sales and Marketing Manager from Mobile and Handset Division.
- Designed promotional script and activities for Internal Marketing to promote Handsets.
- Studied Business objectives.
- Prepared a project and submitted one copy to the Management.

### Extra-Curricular achievement:

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<i>Ceel and twikAR</i> 2017	IOT enabled products with Ceel such as, Wallet, Jewelry Box, Diamond sampler, Passport holder, Travelling / Office Bag, Lock.  Alliances and Solution Sales for twikAR – company enabled with augmented reality process designing and execution.
<i>Tata Docomo</i> 2016	Completed Level 1 Sales training of Tata Docomo IOT division. Explored Vehicle Tracking, Asset Tracing, People Tracking
<i>Texas Lifestyle Furniture</i> 2009	<b>MASIHA (2009)</b> – Represented Texas Lifestyle Furniture in MASIHA – 2009 which is one of the biggest trade fair in the world and we achieved best trade shop award in the event.

### Academic Qualification:

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MBA Specialized in Marketing Communication (MRCOM)	2012	International Management Institute	First Class
Bachelor in Business Administration (BBA)	2010	Dr. Babasaheb Ambedkar Marathwada University	First Class

### Personal Details:

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**DOB:** 22/10/1987

**Interest:** Snooker Player, Backpacker, Swimmer, Fitness Freak