



## PRANAV DEVENDRA TRIVEDI

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### SALES & BUSINESS DEVELOPMENT

Sales Region: India & SAARC

*Versatile, high-energy driven professional targeting assignments in Sales & Business Development Experience in selling various Banking and Financial Suite of Software Products & Services across Banking, Financial Sectors & Housing Finance domain.*

#### PROFILE SUMMARY

- An **enthusiastic professional** with over **4+ years'** experience in **Sales, Business Development and Account Management** across BFSI Domain
- A keen analyst, highly skilled in formulating and implementing **Business Development, Sales, Lead Generation and Account management** plans to increase **market penetration** and drive **revenue & profitability**
- Proficient in selling software solution on CAPEX, OPEX Models along with Managed Services & Implementation for IT Projects
- Known for thriving in dynamic, high-pressure environments & meeting targets allocated.
- An **effective communicator** with **flexible** and **detail-oriented attitude & excellent negotiation & presentation skills** to interact effectively with people of diverse nationalities across India & SAARC

#### CORE COMPETENCIES

~ <i>Software &amp; Implementation Sales</i>	~ <i>Customer Relationship Management</i>	~ <i>Account Management</i>
~ <i>Managed Services Selling</i>	~ <i>Sales Closure</i>	~ <i>SaaS Sales</i>
~ <i>Competitive Analysis</i>	~ <i>Business Development</i>	~ <i>Team Management</i>

#### ORGANIZATIONAL EXPERIENCE

**Evolute Systems Pvt. Ltd, Business Development**

**Aug' 13 – July' 15**

##### **Growth Path:**

*Business Development Trainee*

*Aug'13 – Oct'15*

*Business Development – India & International*

*Sep'15 – July'15*

**Areas Covered:** *India & International*

##### **Key Result Areas:**

- Identify, target new customers, provide technical demos and develop a customer strategy prioritizing actions for solution selling.
- To work along with leading Technology Solution providers like TCS, Atyati etc leveraging complete end-to-end solutions for MicroATM, Financial Inclusion, e-KYC, Collection Projects for Banking & Financial services domain.
- Manage corporate key accounts, perform technical, commercial sales development activities for Indian and International customers.

##### **Projects:**

- Banking & MFI Projects: Financial Inclusion (FI) / Pradhan Mantri Jan Dhan Yojana (PMJDY),
- Aadhaar based eKYC Project (Authentication, BFD & AEPS), Tab Banking with eKYC, On-Field Payment Collection using complete Handheld POS Solution.
- Government Projects: e-challan system/Spot Fining for Mumbai Traffic Police ("Initiative for road safety"), Aadhaar based e-KYC authentication.

**Encore Theme Technologies, Business Development**

**July'15 – Till Date**

**Growth Path:***Business Development**Senior Business Development – India & SAARC**July'15 – July'16**July'16 – Till Date***Areas Covered:** *India & International***Key Result Areas:**

- Responsible for the complete end-to-end selling and sales cycle for -
  - Products division which focuses on Retail Banking Software Solutions to Housing Finance Companies (HFC) & Non-Banking Finance Companies (NBFC). ETT propriety products ThemePro™ Lending system focuses on the niche Housing Finance domain catering in two models viz CAPEX & OPEX. Responsible for selling the complete end-to-end Managed Application Services including till the end mile hosting on cloud platform
  - The services division catering to Domain-Led Core and Transaction Banking Software Solution implementations focused on Finastra Core Banking, Trade Finance, Supply Chain Finance (SCF), Core Banking & Cash Management Solutions
- Initiate customer contacts and meetings in IT and IBD/Corporate Transaction and Business side of Banks/Corporates for product and services sales
- Fixing up for Technical & Functional product showcase along with complete detailed workshop with Banks/Corporates involving pre-sales and bankers for study of banking process and technology.
- To map and develop proper strategy for GM and CXO position in Banks/NBFC's/HFC's for selling of banking and retail solutions making sure for the end-to-end process from Demo to RFP to Negotiation
- Well versed with participation in bank's RFP ensuring of technical, functional and eligibility responses to the RFP
- Manage corporate key accounts for Indian Banks ensuring proper flow of revenues and up-selling of various product modules

**ACCOLADES**

- Promoted three times by Evolute Systems from Aug'13 – July'15 for achieving target quarter on quarter
- Awarded Best Employee of the month by Encore Theme Technologies in Dec'17 & March'18 for Sales Performance in acquiring 3 major deals including the largest deal in FY 16-17
- Exceeded the sales target and quota for Encore Theme Technologies by 2.5 times allocated for FY 16-17

**ACADEMIC DETAILS**

- 2013:**            **Bachelors of Electronics Engineering (BE)** – K.J Somaiya College of Engineering & I.T – **67.35%**  
- Mumbai University, India
- 2009:**            **K.J Somaiya College of Science & Commerce** – **80.00%** – Maharashtra Board, India
- 2007:**            **Navodaya English High School** – **86.46%** – Maharashtra Board, India

**EXTRACURRICULAR ACTIVITIES**

- State level winner in Inter school Hindi Elocution Event conducted by Hindi Bhashi Ekta Rashtriya Parishad in Thane district (2005/2006), India
- Contributed in the Marketing Committee & Publicity Team as the Marketing Head for College Festival “Surge 2010-11”
- Actively managed and participated in College “Street Play Team” for 3 years (2011/12/13) leading winning Street play's and drama events

**PERSONAL DETAILS****Date of Birth:**            14<sup>th</sup> August 1991**Languages Known:**    English, Gujarati, Hindi, Marathi & Bengali**Address:**                D/117, Hiramoti Nagar, C.H.S, Shivaji Nagar, Thane-400604, Maharashtra