

GOKULVASANTH SENTHAMIL

Business Developer & Sales Manager

PERSONAL PROFILE

An organized creative professional with valuable sales&marketing skills holds passion to learn and unlearn more. Looking for a position to align my knowledge and strength that leads to favor the worthiness of my work position and the profitability of the organization..

SKILLS AND ABILITIES

- Sales and Business Development
- CRM
- SAAS
- Customer Relationship Building
- Marketing techniques (Direct, Indirect and Digital marketing)
- Negotiations
- Cross Selling
- Ideation of products based on market demand
- Logical thinking and analytical skills
- Team Management

ACHIEVEMENTS

- Awarded "**Best BDM**" in South zone.
- Ranked consistently among "**Top-5 BDMs**".
- "Best Oyoprenuer" while covid-19 on-boarded 200+ SRNs.
- Awarded youngest ASM in India to achieve 3.2million USD.
- Rewarded by Mr.Prakash Mishra(PH) 50 on-board/day.
- Awarded best management trainee by Mr.Anand Mahindra.
- Won 2nd prize in "Chakaravyu 8.0".
- Titled "Jack of Trade" in "Chakaravyu 7.0".
- Won **best ad** award for ARRS Silks and Jewellery Ad-"FEED YOUR PASSION" from Lions Club, TN.
- Finalist "dyuthi" market research among b-schools.
- Won 3rd price VYUGA B-plan event, IIM-K.
- Awarded by **Dr.A.P.J.Abdul kalam** sir for "Best Innovative science project", SISE,2007.

CONTACT DETAILS:

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CAREER HISTORY

SENIOR SALES DEVELOPMENT MANAGER - SME_WORKING CAPITAL



AXIS BANK Axis Bank Ltd, April 2021- Present

- Handling CHN-region covers 2+ clusters and managing a team size of 10+.
- Handled portfolio of 100+ lead pipelines from lead generation, onboarding, and retention.
- Product presentation with CXO-level prospects and negotiations to close deals.
- Internal pitching to credit and risk analysis team by doing rigorous research on companies regarding P&L, revenue yield, ratio analysis, financial modeling, and growth projections.
- Effective financial ratio& risk analysis for internal & external business development.
- Driving creative campaigns with allotted budget by extensive travel across TN.

BUSINESS DEVELOPMENT MANAGER - SAAS_PARTNERSHIP TOOLS



OYO OYO Hotels and Homes Private Limited, Mar 2019-Dec 2020

- Handled a portfolio of 300+ leads pipeline, responsible for PnL in CHN territory.
- Managed team size of 10 BSM ensuring that 5 customer acquisition visits, and three relationship visits per day.
- Liaise with the key stakeholders and CXO from lead generation till the property goes live.
- Resolve issues arising between Property Owners, Transformation Team& digital marketing.
- Increased Oyo footprint in CHN Central/South Region by 300%.

AREA BUSINESS MANAGER - SAAS_EMS & WORKING CAPITAL



AMERICAN EXPRESS American Express bank., Dec 2017-Jan 2019

- Developed and handled portfolio Of 300+ corporate including 'Freshworks'.
- Pre-sales presentation efficiently from ground to CxO level to board members.
- Core competence in B2B business development and acquisition.
- Collaborated with service side, dealership side, and client side.
- Worked with partners & vendors to develop technical peer relationships with client industry partners like LMW, Pricol, TCS, SSS, Orbit Asia, and prince jewelers.

AREA SALES MANAGER - CV&CE



Mahindra Mahindra & Mahindra Financial Service Ltd., Jun 2016-Nov 2017

- Identifying and developing new market areas.
- Tracking inquiry management effectively, conversion ratio to 70%.
- Handling B2B&B2C leads to exploring the opportunities of institutional and indirect sales.
- Tripod work with the service side, dealership side, and client-side.
- Established relationships with strategic clients and industry partners.
- Catered growth of B2B segment sales by 70%.

PROFESSIONAL EXPERIENCE

CREATIVE ASSOCIATE

Sree Advertising limited, 2013-2014

- Worked in creative department as an Idea-planner from idea to Ad in air.
- Creation of an advertisement and providing marketing plan specific.
- Co-ordinated with core department in the creative function of 10+ Ads.

INDUSTRY EXPERIENCE

INTERNSHIP

Hatsun Agro products private(ltd), 2016 --BSNL Telecommunication, 2008

- Market Research on New product implementation(Processed milk)
- Simulation of Algorithm(Cross Call Connections)

PROJECTS

- Did detailed study on India Cements Ltd., as part of YLP (Year Long Project)-
- "Dyuthi", Market research Event by analyzing new product entry strategy.
- "Vyuga", B-plan Event to formulate and analyze the growth strategy.

ACADEMIC QUALIFICATION

PGP-MBA	BIM, Trichy	2016	First class
B.E- ECE	Dr.MCET	2013	First Class
12TH	St.Johns MHSS	2009	Distinction
10TH	St.Johns MHSS	2007	Distinction

