

# Lokesh Shiv

## Senior Business Development Manager

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### SUMMARY:

- ❖ With over a decade of experience in Business Development, I've successfully driven core functions including Sales, Marketing, Business Acquisition, full-life cycle Recruitment, Accounts and Product Management working extensively with experienced technology professionals across diverse industries and domains in global markets
- ❖ Passionate, dedicated, and seasoned professional with a results-driven approach and extensive experience in the full life cycle of pre- and post-sales, inside sales, and business development for IT and non-IT Staffing, Statement of Work (SOW) projects, Software products and solutions with a strong commitment to client service excellence
- ❖ Proven ability to manage multiple leads through effective sourcing, lead generation, cold calling, email campaigns, conference calls, meeting coordination, and successful client acquisition
- ❖ Skilled in lead generation and market trend analysis through a structured business development process to identify, secure, expand potential client opportunities and long-term partnerships
- ❖ Proficient in prospecting new business opportunities by engaging with potential customers, partners, and industry influencers, while effectively managing and nurturing existing client relationships to drive sustained growth
- ❖ Product Strategy Development by working closely with product management and content teams to develop long-term business strategies for software products, aligning product offerings with client needs
- ❖ Utilize a consultative, collaborative approach to deliver IT performance and market analysis updates to management, while recommending strategic adjustments to business development initiatives to meet evolving client expectations
- ❖ Extensively experienced in utilizing sourcing tools such as LinkedIn, Sales Navigator, ZoomInfo, Data.com, Lusha, and DiscoverOrg, along with Customer Relationship Management (CRM) platforms including HubSpot, Salesforce, Zoho, and SugarCRM to drive effective lead generation and streamline sales operations
- ❖ Good understanding of market trends and client needs, utilizing my expertise in software products such as NetApp, Drupal, CMS, Blockchain, RPA, Cloud, and other NextGen technologies to create effective and innovative solutions
- ❖ Experienced and knowledgeable in various client acquisition models, including SOW, Managed Service Providers (MSP), Tier-1, Tier-2, preferred vendors, MSA, implementation partners, and subcontracting channels
- ❖ Core Inside sales, Business development, Recruitment and marketing skills in various sectors like BFSI, Healthcare, Pharma, Software, Telecom, Automotive Retail, Manufacturing, E-commerce, Media and Entertainment
- ❖ Leverage extensive working experience to source, screen, and evaluate candidates through a structured recruitment process, ensuring the selection of top talent with thorough due diligence
- ❖ Extensive hands-on experience with job portals such as Dice, Monster, Indeed, Naukri, LinkedIn, Career Portals, Oorwin, Prohires, ZipRecruiter, X-Ray Search, and Google Search to identify niche skills and efficiently close positions
- ❖ Comprehensive knowledge of tax terms such as W2, Corp-to-Corp, 1099 for contract, C2H, and full-time requirements, along with expertise in various visa types including H1B, L1, B1, OPT, CPT, EAD, TN, GC and USC
- ❖ Proficient in US Recruitment with a strong focus on marketing IT consultants to direct clients, Tier-1 vendors and implementation partners across a wide range of technologies and various domains
- ❖ Experienced in sourcing, screening, interviewing, onboarding, and effectively marketing internal consultants across all eligible visa categories through a streamlined and strategic sales process
- ❖ Collaborated with cross-functional teams including Marketing, Recruitment, Bench Sales, Immigration, Finance, HR, and Operations to ensure seamless execution of business development strategies and strengthen client relationship
- ❖ Creating Brand Awareness and Demand Generation for the software product in target markets through various channels, including digital marketing, events, webinars, and conferences
- ❖ Dedicated and disciplined professional with strong written and verbal communication skills, good problem-solving abilities, a collaborative, team-oriented approach, and a consistent drive to meet goals and deliver quality results

### EDUCATION:

- ◆ Master of Business Administration (MBA) in Business Management, CRM and Services Marketing - IICT Business School Lucknow

## SPECIALITIES:

Inside Sales, Business Development (Pre & Post), B2B sales, Market analysis and research, Sourcing, Email campaigning, Cold-calling, Lead generation, SOW, IT Software Products, Fixing on-site appointments, Conference calls, Account Mining, Contract Negotiations, Client Relationship, RFI/RFQ/RFP analysis, Online sales presentations, Client Engagement, Key Account Management, CRM

## WORK EXPERIENCE:

### iAppsData

Jan 2025 – Present

#### Senior Business Development Manager

- ▲ Supervised a team of 5-8 business executives, training them on business development roles and responsibilities to generate leads, nurture follow-ups, and identify potential opportunities for client onboarding
- ▲ Extensively engaged in sourcing, lead generation, and building client rapport, while managing pipelines and conducting follow-ups to connect with key decision-makers in both IT and non-IT staffing
- ▲ Focused on building long-term relationships with key decision-makers of clients, MSPs, vendors, and partners, while driving new business across IT, Engineering, Scientific, and Non-IT sectors in Contract, C2H, Permanent Placement, Payroll Services, and SOW engagements, contributing to business expansion
- ▲ Collaborated with marketing teams to develop and deliver tailored sales materials, collaterals, presentations, demos, case studies, and documentation that address clients' specific needs and drive sales growth
- ▲ Oversaw the sales process, which encompassed lead generation, prospecting, conducting sales presentations, submitting proposals, negotiating terms, and achieving closure through agreement sign-up
- ▲ Responsible for sales reporting and analysis by tracking key performance metrics (KPIs) related to the sales pipeline, conversion rates, revenue growth, and customer acquisition, as well as revenue forecasting and target achievement by developing sales forecasts and tracking progress against revenue goals to ensure targets are met

### Paramount Software Solutions Inc.

Feb 2016 – Dec 2024

#### Business Development Account Manager/Recruitment Team Lead

Apr 2022 – Dec 2024

- ◆ Managed a team of 5-10 business developers, recruiters and bench sale executives analyzing client requirements, market trends to acquire, manage new and existing accounts including Commercial, State, VMS, Implementation accounts
- ◆ Identified market opportunities through analysis of trends, customer needs, and competitive landscapes to uncover IT opportunities, while conducting extensive research on target companies and decision-makers to pitch tailored solutions
- ◆ Actively participated in conference meetings, engaging with potential new business opportunities, including discussions with MSP, Indirect Procurement professionals, Contingent Labor leaders, HR and Talent Acquisition executives, Purchasing authorities, Senior Buyers, and other relevant stakeholder to secure service contracts
- ◆ Collaborated with clients to understand their business needs, challenges and tailored software solutions to ensure retention, quality maintaining strong relationships with consultants, employers and clients, while coordinating with hiring managers to assess requirements for new accounts, aligning with business goals and identifying key talents
- ◆ Diligently filled supplier registrations and maintained oversight of RFI, RFQ, RFP, and vendor/client updates to ensure timely response, market competitiveness, proposals align with customer requirements and business objectives
- ◆ Present to the prospects about the company services and capabilities over call or business conferences to understand client requirement and work closely with the decision makers on cross selling and account penetration to manage and prioritize accounts with multiple requirements for Client Services
- ◆ Prepared pre-sales materials such as capability brochures and presentations with the help of onsite senior business managers, supported the sales team with proposal tracking and client follow-ups
- ◆ Actively contributed to planning and supported the team in achieving both individual and collective targets, driving performance and accountability, and thereby consistently meeting quarterly and annual goals fostering a high result

#### Business Development Team Lead/Sr. Recruitment Executive

Mar 2019 – Mar 2022

- ◆ Coordinated and led a team of 4-6 sales executives and recruiters, actively identifying and targeting key accounts, consultants, and decision-makers, while ensuring effective outreach and strategic relationship to drive success
- ◆ Analyze the Client's IT requirements with the given Job Responsibilities and with all the specified mandatory skill sets
- ◆ Responsible for sourcing, recruiting, screening, interviewing, and finalizing candidates for Direct Hire, Contract, Contract-to-Hire, Full-time, and Project-Based IT technical positions, while evaluating candidates through a structured recruitment process to ensure the selection of top talent with due diligence.

- ♦ Accountable for recruiting top-tier resources to build and maintain a network of qualified candidates through phone screenings, background checks, and referral verifications across a broad spectrum of skill sets and disciplines, ensuring the delivery of high-quality IT staffing solutions and services for various job orders, while meeting client needs
- ♦ Proficient knowledge of various sourcing methods to generate qualified candidates through extensive sourcing from job boards, search engines, web portals, internal databases, social media platforms, employee referrals, and networking
- ♦ Responsible for all negotiations, pay rates, and margins, contributing to continuous revenue growth, while maintaining and documenting candidate and client communications in the internal ATS database
- ♦ Provided guidance, training, and performance monitoring to ensure team efficiency, goal alignment, and consistent delivery on business objectives, fostering a collaborative and high-performance culture while driving continuous improvement and accountability.

#### **Sr. Business Development Executive - IT Staffing and IT Products & Software Solutions**

**Feb 2016 – Feb 2019**

- ♦ Led a team of 2-3 business development executives, simultaneously conducting competitive market research across various industries to acquire potential clients through an organized sales process.
- ♦ B2B sales via email campaigning and cold calling and timely follow-ups for potential client and vendor opportunities
- ♦ Extensive sourcing on Target companies, Prospective Clients and Decision makers for core IT staffing by penetrating into new and existing markets and bring-in business
- ♦ Coordinated with onsite managers for conference schedules and client meetings, while presenting company services and capabilities to prospects during business conferences
- ♦ Hands-on experience, understood client needs, pitched tailored solutions, and successfully secured clients (Direct/MSP/Vendor/Implementation Partners) into Master Service Agreement (MSA) contracts.
- ♦ Coordinated efforts with the team to deliver sales presentations that address client needs for IT staffing, a range of IT products, and tailored software solutions
- ♦ Good understanding of Client requirement, work closely with Business Managers to drive business to meet Client targets for their IT staffing, products and solutions
- ♦ Keep track of Client Information, Quotation, Proposals and Vendor supplier registrations.
- ♦ Responsible for constantly increasing the revenue for the organization through the acquisition of new clients and growing existing client's business relationships

#### **Radiant Systems Inc.**

**Aug 2015 – Jan 2016**

##### **Business Development Executive - US IT Staffing and Consulting**

- ✦ Responsible for expanding existing and new accounts in the commercial domain, driving growth and business development in both the US and Canada markets fostering strong client relationships
- ✦ B2B sales via email campaigning and cold calling and timely follow-ups for potential opportunities
- ✦ Lead Generation, Conference call appointments and on-site meetings between Prospects and Onsite Managers
- ✦ Presenting company capabilities and services to the prospects over Business conferences
- ✦ Keep track of Client Information, Quotation, Proposals and Vendor supplier registrations
- ✦ To work individually and as part of a team to attain short and long-term objectives
- ✦ Work closely with Sales Managers to drive sales to meet revenue targets

#### **SUN Pharma**

**Oct 2014 – Aug 2015**

##### **Business Executive and Medical Rep**

- ➡ Emphasizing and briefing to doctors regarding the brand and the medicines
- ➡ Ensure timely registration of entry level products by establishing in the New and Existing markets
- ➡ New customer development with frequent visits to the region
- ➡ Managing and expanding business in the assigned territory
- ➡ Responsible for consistently increasing revenue

#### **Radiant Systems Inc.**

**Sep 2013 – Oct 2014**

##### **Inside Sales Executive - US International market**

- ✦ Analyze market trends to potential opportunities and participate in market research
- ✦ Responsible for driving B2B sales through targeted email campaigns, proactive cold calling, and digital marketing strategies to generate quality leads and increase business opportunities
- ✦ Conducted effective sourcing for lead generation and timely follow-ups with cold and warm prospects, leveraging platforms such as LinkedIn, ZoomInfo, and Data.com to identify new business opportunities and penetrate new markets

- ✦ Fix conference calls and on-site meetings between Prospects and Business Managers
- ✦ Hands on CRM to keep track of all sales activities and updating the same to management
- ✦ Responsible for acquiring New Business for Contract, C2H and Permanent staffing in IT and Non-IT including, project engagements, Payroll Services and other workforce solutions
- ✦ Cultivate and nurture new relationships to maintain client relations, ensuring long-term partnerships and business growth

#### **AT&S Asia Pacific Ltd.**

**Aug 2012 - Aug 2013**

##### **File Manager**

- Organized & Systematic management of the technical documents.
- Data entries & keeping track the records with respect to the various divisions.
- Responsible for timely delivery of the files to CAM, QC, TM, FI & so.

#### **ACHIEVEMENTS:**

Star of the month and Letter of Appreciation – Aug 2022

Annual Star Performer - 2019

#### **ADDITIONAL COURSES:**

FTCP – Field Technician – Computing and Peripherals under NSDC scheme, PMKVY

#### **EXTRA-CURRICULAR ACTIVITIES:**

- ✓ Most Valuable Player (MVP) of the Tournament at Paramount Cricket League, 2023
- ✓ District level participation in Table Tennis at UG
- ✓ Active volunteer at NSS camp
- ✓ 1<sup>st</sup> prize in group debate at UG
- ✓ 2<sup>nd</sup> prize in science exhibition at Department level
- ✓ 3<sup>rd</sup> prize in debate at Inter-class
- ✓ District level participation in Volleyball at PUC