

## 👤 Summary

Dynamic and results-driven Business Development Executive with 5+ years of diverse experience across B2B and B2C sales, account management, and customer success. Proven track record of managing complete sales cycles, driving high-value partnerships and executing co-selling strategies with industry leaders like AWS and DelmiaWorks. Adept in lead generation, strategic email marketing, client onboarding, and building long-term relationships with CXOs and stakeholders. Passionate about solving customer problems and scaling business growth through technology-driven solutions.

## 📊 Skills

- Sales pipeline management
- Customer Relationship Management
- Lead Generation
- Client Engagement
- Co-Selling
- Account Management
- Sales Strategies
- Partnerships & Alliances
- CRM & Email Marketing
- Cross Selling

## 💼 Experience

### Petrus Technologies | Growth Associate Coimbatore | Sep 2023 – Present

- Spearheaded end-to-end B2B sales cycles, from lead generation and outreach to deal closure, with a focus on Industry 4.0 and digital manufacturing solutions.
- Conducted strategic email marketing campaigns and cold outreach, consistently generating high-quality leads and scheduling C-level meetings.
- Facilitated on-site client visits and solution walkthroughs to convert prospects into qualified opportunities and drive deal progression.
- Successfully achieved 93.45% (15 out of 16) of the annual target for opportunity creation and generated a sales pipeline worth ₹23.45 crores.
- Collaborated closely with CXOs and decision-makers to tailor proposals and close high-impact deals across manufacturing verticals.
- Managed key technology partnerships and co-selling initiatives with AWS, Sterlo, and DelmiaWorks to enhance solution value and reach.
- Converted competitor accounts into strategic partners by identifying synergy opportunities and aligning on co-market strategies.
- Organized and executed industry events and exhibitions, strengthening brand visibility and generating sales-qualified leads.
- Led account management and cross-selling initiatives, improving customer retention and expanding solution adoption across client portfolios

**CRIO | Inside Sales Specialist**  
**Chennai | Apr 2022 – Aug 2023**

- Demonstrated expertise in B2C & B2B sales by successfully handling the entire sales cycle, from prospecting and cold calling to negotiation and closing.
- Built and maintained a strong pipeline by generating leads, conducting product demonstrations, and effectively communicating the value proposition to potential clients.
- Consistently generated a strong daily pipeline throughout my career and recognized as a top-performing sales professional.
- Led a team-wide revenue-boosting initiative, implementing a new upselling technique that resulted in a notable 38% increase in monthly revenue and a 10% reduction in churn rate.
- Took ownership of understanding client requirements, delivering effective product demonstrations through video sessions, and skillfully pitching the product to align with their specific needs.
- Collaborated with cross-functional teams to ensure seamless onboarding, bill completion, and ongoing support for clients.
- Conducted market research on different B2C & B2B markets to identify potential partnerships and market trends.

**Sutherland | Technical Associate CS**  
**Chennai | Sep 2019 – Dec 2021**

- Provided exceptional customer service to UK & US clients of Amazon, effectively resolving billing, account issues, retention, and technical device queries over phone calls.
- Managed end-to-end customer service, delivering guidance and support through email, chat, and telephone to ensure high levels of customer satisfaction with Amazon services.
- Scheduled rehabilitations for customers who had exhausted troubleshooting steps, efficiently and effectively resolving their issues.
- Utilized articles and internal tools to solve customer issues promptly, providing optimal solutions for each customer's unique situation.
- Based on a deep understanding of recurring customer concerns, recommended changes to packaging, shipping, and billing methods to improve customer satisfaction.

## **Education**

Bharath Institute of Higher Education & Research | Chennai  
B.Tech Computer Science & Engineering | July 2019

## **Certifications**

AWS Partner: Sales Accreditation (Business) – Amazon Web Services (AWS)  
Business Development Internship – BYJU'S

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