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SKILLS

Strategic Planning

GTM Strategy

CXO Stakeholder Engagement

Enterprise Account Management

AI & Automation Enablement

Lead Gen & Pipeline Growth

Rincy P

Strategic Sales Leader | Business Development Manager | Enterprise Account Director



PROFESSIONAL SUMMARY

Strategic sales leader with over 12 years of experience driving business growth, operational efficiency, and client success across the Technology and Marketing Services industries. Proven expertise in leading go-to-market strategies, optimizing sales pipelines, and managing multi-million-dollar portfolios across global markets including North America, Europe, APAC, and MENA.



EXPERTISE

- Strategic Planning & Execution
- Stakeholder Management
- Business Transformation
- Go-to-market (GTM) Strategy
- AI & Automation (Gen AI, RPA, AI Agents, Agentic AI)
- Leadership & Team Building
- End-to-End Sales & Negotiation
- Sales: B2B, SaaS, Software, Services
- Business Development, Sales & Administration
- Pipeline Forecasting & Revenue Planning
- International & Domestic Sales
- Lead Generation & Demand Generation
- Up-selling & Cross-selling
- Enterprise Account Management
- Client Management & Success Strategy

Key Achievements

Handled 500+ Clients in < 3years

126% Key Account Growth

Generated: \$3 Million+ Revenue in 1 year



WORK EXPERIENCE

Company name: OpenBots.ai

Designation: Business Development Manager

Duration: Feb 2024-Present

- Spearheading AI-led automation initiatives in Healthcare and BFSI, optimizing processes such as underwriting, claims management, and revenue cycle management (RCM).
- Leading go-to-market strategy execution to expand market reach and accelerate revenue growth.
- Building executive-level partnerships to drive digital transformation initiatives.
- Identifying high-impact automation opportunities, shaping solution roadmaps, and scaling enterprise adoption of AI and RPA platforms.
- Collaborating with cross-functional technical teams and partners to deliver value-driven automation outcomes.

Company name: Spiceworks Ziff Davis

Designation: Business Development & Account Manager

Duration: Sep2022-Nov 2023

- Managed key accounts and drove growth through tailored upsell and retention strategies.
- Developed and executed revenue-focused growth plans to increase client value and satisfaction.
- Expanded business with existing accounts while identifying new opportunities across tech and SaaS segments.
- Identified performance gaps and collaborated with cross-functional teams to improve delivery and outcomes.



Academic Education

Bachelors in Economics, University of Calicut



Technical Knowledge

- **CRM Platforms** – Salesforce, HubSpot, Marketo, Zoho
- **Sales Enablement** – LinkedIn Sales Navigator, ZoomInfo, Apollo.io, Outreach
- **AI & Automation** – RPA, Generative AI, ChatGPT, OpenBots
- **Analytics & Productivity** – Google Analytics, Microsoft Excel, PowerPoint, Word, Office 365

Company name: DemandCircle

Designation: Sr. Business Development Manager

Duration: Oct2021-Aug2022

- Managed full-cycle sales cycles across North America from prospecting and pitching to renewals and upselling.
- Managed inside sales operations and lead generation teams to consistently exceed KPIs.
- Led full-cycle B2B sales targeting SaaS and technology companies in North America. Managed outbound prospecting, demos, proposals, and closures.
- Identified client growth opportunities and consistently exceeded revenue targets and built long-term relationships with key accounts.

Company Name: Vsnergize AI

Designation: Business Consultant – Business Development & Strategy

Duration: Feb2020-Sep2021

- Led enterprise sales efforts across emerging tech markets, managing outreach, qualification, and client acquisition.
- Collaborated closely with leadership to open new revenue channels and train sales reps on lead conversion strategies.
- Conducted market and competitor research to identify new business opportunities, customer segments, and partnership models.
- Trained and mentored business development teams to improve targeting, positioning, and execution.
- Supported the development of sales processes, proposals, and client contracts in alignment with compliance standards.

Company Name: STAT BI Corp (Sturdily Business Services & Stratagems Services)

Designation:

- **Key Account & Business Development Manager** (May 2017 – Feb 2020)
- **Market Research & Client Service Manager** (Nov 2011 – Apr 2017)

Duration: Nov 2011 – Feb 2020

- Managed and grew multiple enterprise accounts across industries, improving client retention and increasing account value through upselling and solution alignment.
- Built long-term relationships with key decision-makers, acting as the commercial point of contact and trusted partner.
- Collaborated with cross-functional teams to ensure timely delivery, strategic alignment, and high client satisfaction.
- Led strategic planning and insight-based proposals to support revenue expansion across key accounts.
- Directed a team of analysts and client service managers to drive research-led account development and improve sales effectiveness.
- Strengthened market presence through client education, stakeholder engagement, and targeted brand positioning initiatives.

END