

LOHITH K.S

Subject: Application for the Position of Business Development Manager – IT Sales / SaaS Solutions

Dear Sir/Madam,

I am writing to express my earnest interest in the role of **Business Development Manager** specializing in **IT Sales and SaaS-based business solutions**, bringing with me a robust and diverse experience of over **9 years in strategic business development, enterprise sales, and client acquisition**. I have cultivated a performance-driven approach towards building enduring client relationships, executing market-driven strategies, and steering high-revenue projects across technology-focused verticals.

In my current role at **Vfly Orion's Technologies Pvt. Ltd.**, I have consistently excelled in **B2B Sales, CRM-driven reporting, and client lifecycle management**, engaging key decision-makers across industries to unlock scalable business opportunities. With a specialization in both **inbound and outbound sales funnels**, my initiatives have directly contributed to **revenue growth, deal velocity acceleration, and brand visibility** in competitive digital ecosystems. I have overall 10yrs of experience, 9yrs in IT Sales (ERP, HRM, SaaS, Cloud services, Technology sales and services, Web application and IT Service solutions). Around 5.6years in the Indian Market and 3.6years in International Market.

Highlights of My Professional Prowess Include:

- Full-Cycle B2B Sales Execution – From prospecting to closing, nurturing high-value client portfolios
- SaaS & IT Solutions Expertise – Consultative selling of tech platforms aligned to client digital transformation goals CRM & Data Intelligence Tools – Salesforce, HubSpot, Zoho, Excel dashboards, and ERP systems for real-time sales insights
- Strategic Communication with C-Level Executives – High-impact presentations and stakeholder management
- Market Research & Analytics – Competitor benchmarking, demand forecasting, and positioning strategy
- Team Coordination & Campaign Leadership – Leading email marketing initiatives, lead scoring, and conversion tracking
- Lead Generation: LinkedIn sales navigator, Apollo.io, Zoom info, Hunter.io, Email campaigns eg: reply.io and mixmax for templets, email tracking

My tenure at **Markelytics Solutions** further honed my market intelligence capabilities, where I led **CATI research in North American markets**, collaborated on high-stakes analytics projects, and contributed significantly to data-centric decision-making processes. Multilingual in **English, Kannada, and Hindi**, I have an agile mindset suited to global clientele engagement and culturally nuanced negotiations.

With an academic foundation in **Business Management** and a career shaped by results, resilience, and relationships, I now aspire to contribute to a forward-thinking organization that values **sales innovation, data-driven decisioning, and transformational growth models**. I am particularly drawn to organizations that operate within dynamic tech landscapes and foster entrepreneurial ownership at every level.

I would be honored to explore how my strategic mindset and executional excellence can align with your company's growth trajectory. I am available at your convenience for a detailed discussion and look forward to the opportunity to contribute to your success.

Warm Regards,
Lohith K.S

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LOITH K.S

Strategic Business Development Leader | Client Acquisition Expert | B2B Sales Specialist

Astute and result-oriented **Business Development Professional** with over **9+ years of progressive experience** in driving revenue growth, forging strong client relationships, and executing strategic B2B campaigns across industries. Adept in **enterprise sales, client lifecycle management, lead generation, and CRM systems**. Seeking a growth-centric opportunity where I can leverage my analytical acumen, persuasive communication, and leadership prowess to fuel organizational advancement and market penetration.

🎓 Academic Credentials

● • YEAR OF COMPLETION: 2014

Bachelor of Business Management (B.B.M)
S.J.R College of Science, Arts and Commerce
(Bangalore University)

● • YEAR OF COMPLETION: 2011 ● BAGALUR

Pre-University Course (PUC)
Government PU College (Karnataka State Board)

● • YEAR OF COMPLETION: 2008

Secondary School Leaving Certificate (SSLC)
St. John's High School (Karnataka Secondary Education Examination Board - KSEEB)

💼 Professional Experience

● JULY 2016 – APR 2025 ● BENGALURU, INDIA

Business Development Manager
Vfly Orion's Technologies Pvt. Ltd.

Job Responsibilities:

- ❖ **Client Engagement & Deal Closure:** Spearheaded full-cycle B2B sales processes—from prospecting to closing—with C-level executives.
- ❖ **Strategic Sales Execution:** Conducted comprehensive market research, sales forecasting, and goal-oriented sales presentations to boost client retention.
- ❖ **Revenue Optimization:** Achieved business growth through customer acquisition strategies, upselling, and cross-selling services.
- ❖ **Operational Management:** Oversaw invoice processing, data validation, and lead verification while ensuring seamless onboarding.
- ❖ **CRM & Reporting:** Managed sales reporting, client databases, and lead-generation campaigns using advanced data mining techniques.
- ❖ **Inbound & Outbound Sales:** Delivered results via appointment setting, relationship nurturing, and lifetime value maximization.

● MARCH 2015 – MAY 2016 ● BENGALURU, INDIA

Process Specialist – Market Research & Analytics
Markelytics Solutions India Pvt. Ltd.

Job Responsibilities:

- ❖ **Data Intelligence:** Performed market attribute analysis and leveraged data mining to support decision-making for North American markets.
- ❖ **CATI Surveys:** Conducted high-volume Computer-Assisted Telephone Interviews (CATI) in both French and English, specializing in Quebec demographics.
- ❖ **Team Coordination:** Led project allocation, collaborated with internal teams, and ensured timely delivery through daily EOD reports.
- ❖ **Project Lifecycle Management:** Managed end-to-end research processes—from respondent targeting to data collation and report generation.

🛠️ Professional Skill Set

B2B Sales Strategy – Lead Conversion | Negotiation | Pitching

Client Lifecycle Management – Onboarding | Retention | Upselling

Market Research & Data Analysis – Demand Forecasting | Competitor Intelligence

CRM & Reporting Tools – Salesforce | Excel Dashboards | ERP Tools

C-Level Communication – Executive Presentations | Strategic Meetings

Campaign Management – Email Marketing | Lead Generation Funnels

Project Management – Timeline Optimization | Team Allocation

Multilingual Communication – English, Kannada, Hindi (Fluent)

💡 Industrial Internship & Project

Internship
Matrix Cellular Services Pvt. Ltd.

Key Responsibilities:

- ❖ Conducted in-depth study on **Performance Appraisal Systems**—assessing talent management tools and HR effectiveness.
- ❖ Evaluated procedures bridging data collection with decision-making for recruitment, training, compensation, and retention.
- ❖ Delivered strategic insights on performance evaluation frameworks that enhance workforce productivity and accountability.

🧠 Behavioral & Leadership Traits

💡 Exemplary Interpersonal Communication

💡 High Emotional Intelligence & Conflict Resolution

💡 Agile, Assertive, and Time-Conscious

💡 Adaptability in Dynamic Sales Environments

💡 Visionary with Strong Moral Integrity

🏆 Hobbies & Personal Interests

	Travelling & Adventure Sports
	Watching World Cinema
	Kayaking
	Swimming

	Music Aficionado
	Bike Riding
	Badminton
	Culinary Exploration

✍ Declaration

I hereby affirm that the information provided above is authentic and accurate to the best of my knowledge. I remain committed to upholding the values of integrity, performance, and professional excellence in any organization I serve.

Lohith K.S