



Parvinder S Kajla (Parry)

BUSINESS DEVELOPMENT PROFESSIONAL

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Panvel-Kamothe, Navi Mumbai | Sakinaka-Andheri East, Mumbai, India

- Offering 10+ years of experience in Sales & Marketing, Business Development, Customer Relations, and Team Management with a vision for business growth, continuity, and sustainability
- Excellent business acumen for B2B, B2C & Inside Sales with skills to remain on the cutting edge, drive new business through planning, developing key accounts, and establishing new markets
- Strong exposure with IT Website, Software/Application, Mobile Development, Digital Marketing, Cloud Services, e-Commerce, AI & ML, Hosting/Domain Registrations and Email services

CORE COMPETENCIES

Sales & Marketing
Business Development
Digital Marketing
Lead Generation

Prospecting & Upselling
Key Account Management
Building Rapport
Market Analysis

Performance Monitoring
Team Building
Customer Support
Stakeholder Engagement

WORK HISTORY

Jan 2025 to
Till Date-
Approx 7
months)

Business Development Manager / Key Account Manager? Inside Sales + Field Sales – Mumbai or West Region (India)

Caudate Technologies PVT LTD- (Cybersecurity and Networking Security Solution Company)

- I am in an Individual Sales (**Account Manager**) Contributor role, working with the Cybersecurity **Pre-Sales-Technical Person** to develop sales opportunities by researching and identifying potential accounts. This involves understanding and interpreting technical requirements, providing technical information, and developing accounts.
- I assess competitors by analyzing and summarizing their information and trends, and by identifying sales opportunities.
- I develop accounts by checking customers' existing infrastructure and buying history, suggesting related and new items, and explaining technical features.
- I was doing Strategic Planning:
- Planning of integrated marketing strategy, portfolio strategy, Go-to-Market (GTM) strategy, and integration with organizational goals regarding market awareness and consideration.
- GTM planning, sales enablement, and technology partner engagement.
- Planning and recommendations on market segmentation by route to market, sales enablement, and readiness content. Integration of marketing and sales campaign design.
- I was selling IT Network Infrastructure (Routers, Switches, IT Security products like Firewall, Endpoint Security, Cloud Security, etc.), software solutions. I was Exposure to BI/Data Analytics, Cloud Computing, and Cyber Security Solution and Network Infrastructures Solutions. Acquired 01 client, generated (INR 20 Lacs+)

About Caudate Technologies:

Caudate Tech is a leading **System Integrator/Value Added Reseller** specializing in SD-WAN Infrastructure, all types of Cybersecurity Solutions, and Cloud Computing Solutions. We have partnerships with top global OEMs such as Cisco, Fortinet, Check Point, LogRhythm, ForcePoint, CoSoSys, ManageEngine, Trend Micro, Barracuda, and more.

April 2022
To Dec
2024 (3
Years
Completed)

Infiflex Cloud Technologies Pvt Ltd, US Branch (Infiflex Inc., Mumbai-India – Dallas – Texas)

Business Development Manager (IT Software/Cloud Sales -Inside Sales + Field Sales for India)

- I am in an Individual Contributor role in Financials but have been promoted to a **Senior Business Development Manager**
- Selling **Low- code, no code Solution** SaaS platform which do Website development, Software development and Mobile App development (Under one umbrella everything) + Digital Marketing and Content Writing.
- Generating Cloud business across North America, Asia Pacific, Europe, Middle East, Africa, and India with focus on business sustenance
- **Gather market intelligence, perform due diligence with proper SWOT analysis**
- **Delivered consistent top-line YoY (Year over Year) growth of 15% for the last 3 years**
- **Acquired 16 new clients, generated 35,969.94 USD revenue (INR 30 Lacs+) this year till date and still ongoing**
- **Planned and developed future sales pipeline, develop opportunities across product and subscription portfolios**

- With focus on Customer Success and business plans to support corporate objectives, creating strategic roadmaps for aggressive sales & business development initiatives
- Selling **Solutions** of Email solution - Google Workspace and Google Cloud, Microsoft O365 and Cloud Azure, Cloud AWS and Amazon Workspace
- **Selling GIFFY and Chek-in Software's or SAAS Sales for US and India Market.**
- Received Google Certification at my current company
- Got two **salary hikes: 10%, 5%**

**Oct 2021 -
Mar 2022 (06
month)**

MIKO Pvt Ltd, (Corona PERIOD)

Business Development Manager (Robotic TOY Hardware -Inside Sales), International Branch, Individual Contributor,

- Was an Individual Contributor in Financials, was then promoted to **Business Development Manager**
- Promoted B2C sales for Miko series of robots designed to engage, educate & entertain kids across APAC, Asia Pacific Middle East, and Africa
- Acquired 11 Clients thru 400 + sales meetings, and revenue of 16,785.97 USD (Rs 14 Lacs)
- Develop strategies with focus on lead generation and conversion
- Identified opportunities and new customers through networking developed & maintained excellent customer relationship

**Sep 2020 -
Jul 2021 (11
months-
Corona Time)**

DIGIMARKETMOZ Pvt Ltd, (Corona PERIOD)

B2B Account Manager -US –B2C International (IT Software/Marketing -Inside Sales), Individual Contributor,

- Created product awareness, generated leads, and pursued them
- Conducted customer presentations, provided quotes, and performed RFIs and RFPs
- Organized workshops for stakeholders in a group format and created business cases
- Coordinated with key decision-makers for favorable responses to business deals
- Generated business of 10,790 USD (Rs 09 Lacs)

**Dec 2019 -
Aug 2020 (9
Months-
Corona Time)**

IKSULA Services Pvt Ltd, (Corona PERIOD)

B2B Account Manager (IT Software- Ecommerce Setup - Inside Sales), Individual Contributor,

- Drove initiatives in e-commerce, Consulting and Digital Solutions to clients across India, US, UK, AUS, Turkey, Middle East, Europe & Africa
- Gathered marketing intelligence, expanded existing network for lead generation
- Established accounts with excellent levels of retention and loyalty, collaborated with key stakeholders for better insight and implemented customer centric initiatives
- Consistently delivered on multi-Channel, e-Commerce Services & Digital Technology Teams (contract staffing) to our clients,
- Acquired 12 clients and generated revenue of 32,029 K USD (Rs 24 Lacs)

**Aug 2018 -
Nov 2019 (1
Years 4 month)**

BEEING SOCIAL LLP,

B2B Business Head Development (IT Software/Inside Sales -Digital Marketing) / Individual Contributor

- Promoted digital marketing solutions on e-Commerce, SEO, SMO, SMM, Content Writing, Mobile Apps, Software and Website Development across AUS, UAE (GCC) & UK regions
- Executed Telesales / cold callings / lead generations /appointment setting / direct selling
- Obtained leads by SEO & Digital Marketing programs, engaged high volume prospecting that involved small to mid-enterprise organizations
- Managed client's digital marketing and promotions activities thru their websites
- On-boarded 9 clients from AUS, UAE (GCC) & UK, got business of 7K USD (Rs 5.5 Lacs)

**Oct 2017 -
Jul 2018 (10
months)**

Rank Higher (Founder-mates) Pvt Ltd,

B2B Business Development Manager (IT Software/Inside + Field Sales - Digital Marketing) / Individual Contributor

- Performed Field & Telesales activities for lead generation (Start to End sales work) for Indian Clients.
- Prospected client, completed presales modalities & on boarded them
- Offered SMO Services, Digital Marketing, Online Campaign & Advertisement, Website Development, Media Planning and Online Reputation Management
- Generated business of 16K USD (Rs 12 Lacs) from 7 customers within Mumbai region
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**Jul 2012 -
Sep 2017 (5
years 3 months)**

Clear-path Technologies Pvt Ltd, International Branch

B2B Business IT Sales Manager (IT Software/Inside Sales - Digital Marketing)

- Led team of 10 members for IT Sales across AUS, UK & UAE (GCC)
- Joined as Executive and grew to the level of Sales Manager

- Built roadmap for Telesales on the portfolio of SEO, SMM, Pay Per Click Management, Local Listing, Reputation Management & Content Development
- Guided team by strategizing a robust engagement plan and 'Go to Market' policies,
- Built a high-performance team, mentored them, inspired them to deliver under pressure
- Developed initiatives for improved performance, productivity, etc., set up sales objectives,
- Focused on improved conversion rates, customer relationships & value management
- Generated revenue of over 99K USD (INR Rs 74 Lacs) from 62 clients

**May 2008 -
Jun 2012 (4
years 2 months)**

**Stream Global Services Pvt Ltd,
Tech Support/Customer Service Executive**

- Handled inbound HP Tech Support calls from customers across US & Canada, troubleshooter & resolved technical issues for HP products (Laptops & Desktops)
- Cross-sold HP products, got additional business of 3(K USD (INR Rs 30 Lacs)
- Met SLA parameters, productivity metrics, attained high customer satisfaction scores (CSAT)

PERSONAL ATTRIBUTES

An out-of-the-box thinker

Ability to work in international & multi-cultural environments

Meet deadlines and objectives

Calm under pressure

Meticulous attention to detail

Strong work ethics

I have been generating prospects, nurturing leads.

ACADEMIC CREDENTIALS

B.Sc. in Computer Science, Mumbai University, 2010

Completed ILS 360* Learning from karROX Technologies Ltd, (2010), Matunga Mumbai

Air Rifle Training Done (Khalsa College Matunga)

PERSONAL DETAILS

Date of Birth: 24th February 1989

Social Status: Married (1 Daughter-4-year-Old)

Languages Known: English, Hindi, Marathi, and Punjabi, Bhojpuri

Passport Number: Z6467649