

# ARUN RAJPUT

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## BUSINESS DEVELOPMENT, SALES & MARKETING PROFESSIONAL

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### CAREER OVERVIEW

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- **Senior IT Sales Professional with a 18+ year's** proven ability to drive business expansion through aggressive sales initiatives that deliver revenue growth, market share, and market penetration.
- **5+ experience as a Global Business Development Consultant** delivering cost-effective, high-performance technology solutions to meet shifting organizational demands.
- **10+ experience as a Director – Business Development**, acknowledged for well-defined understanding of the business-technology interface and capacity to identify and align clients' emerging technology needs with products and services.
- **International experience in Asian, America's and European markets** anticipating & capitalizing on market trends, identifying profit potential, creating stakeholder value, & positioning the company's products & services to maximize market share.

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### CORE COMPETENCIES

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| • Global Project Management      | • Business Strategy and Execution            |
| • Strategic Business Development | • Creative Sales & Marketing Strategy        |
| • Customer/Vendor Relations      | • Cross Functional Coordination              |
| • Channel Sales Management       | • Process, Performance & Quality Improvement |

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### BUSINESS & TECHNICAL SKILLS

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**Business Analysis:** Helping organization improving operational efficiency and reducing costs

**Business Management:** Providing overall business development strategy for sales, marketing and account activities

**Sales Management:** Drives growth and obtains market share in highly competitive Markets

**Software Distribution Model:** Product License and Software as a service (SaaS)

**Marketing Management:** Identifies and develops strategic initiatives to seize new market opportunities

**Methodologies:** SDLC, Waterfall, Agile

**Documentation Tools:** MS Visio, MS Word, MS Excel, MS PowerPoint, MS SharePoint

**Project Management:** Microsoft Project, Microsoft Office, Salesforce.com, Zoho CRM, Basecamp

**Database:** Oracle, SQL, MS Access

**E-commerce-** Magento, Opencart, Wordpress

**Mobility Tools:** Android and iOS

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### EDUCATION AND TRAINING

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**Associate in Computer Information System**, Calhoun Community College, USA, 2012

**Master of Marketing Management**, Pondicherry University, India, 2000

**Post Graduate Diploma in Computer Application**, India 1997

**Bachelor of Commerce**, Goa University, India, 1995

**Diploma in Business and Industrial Management**, India, 1993

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### PROFESSIONAL EXPERIENCE

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**IPC INDIA, DGM- Business Development**, Bangalore, India

**5/2016 to Present**

IPC India encourages and guides Indian Electronics Companies to grow multi-fold in terms of performance, quality and profitability. As a sales leader and management member, motivates companies to participate in IPC standards, certification, management councils and other IPC industry programs. Delegates, who participate in standards development activities will gain knowledge about industry standards, enhance their leadership skills and will become more valuable to their companies.

## **MAJOR ACCOMPLISHMENTS:**

- Drives accelerated revenue growth of 35% by identifying potential markets for new and existing IPC products and services in targeted accounts.
- Develops partnerships on account strategies where there are customer or industry synergies and plans.
- Ensures delivery of all financial targets including revenue, connections for IPC products and services, market share and net margin contribution.
- Approves and accountable for setting targets and delivery of performance of nominated Organization Global Enterprise accounts.
- Evaluates performance, risks in nominated accounts and revises plans where appropriate. Created well-paid incentive plan for sales team to perform better. Seen increase in sales performance by 40%.
- Establishes appropriate relationships with Organization customers and leverages those relationships to win new business. Generated 20% increase in memberships for IPC India.
- Key company liaison responsible for developing strong one to one long term relationships with key decision makers/ influencers up to C Level.
- Developed and organized event/conference/workshop for electronics industry with events group like MMI, IPC Apex etc. Organizing Hand Soldering Competition for IPC India.
- Maximizes internal network within Organization to get results for customers and to ensure effective problem resolution and problem management.
- Works with corporate sales areas and customer fulfillment and delivery areas to ensure that international and national strategies are aligned, complementary and deliver to customers.
- Interact with IPC HQ Global team, Regional Account Managers and Data Managers to acquire the customers through a matrix management structure.
- Provide leadership into the accounts on delivery of new propositions, products and services for the electronics industry.
- With the IPC HQ support of the Strategic Proposal Centre, actively participates in the development of high quality, strategic proposals which incorporate key propositions. Provides strategic message and information specific to the customer, to be incorporated into proposal.
- Introduces new products and propositions to key decision makers within the customer through relationship and stakeholder management at C level within all key customers. Understands up front through engagement at the right business level the customer s strategic and operational issues.
- Liaise with IPC HQ Heads and Global Director of Organization as required for executive level sponsorship. sales, account management, business development

**MOBIVEIL TECHNOLOGIES PVT LTD, *Business Head - Mobility*, Bangalore, India**

**4/2015 to 4/2016**

Contribute pro-actively and to develop best practices and tools for Mobility sales execution in consultation with CEO and technical head of Mobility segment. Direct a team of 25 sales members. Selling high value IT Mobile Application Solutions, Software consultancy services into the Corporate and different verticals. Formulate marketing, brand planning and business-development strategies to drive revenue growth.

## **MAJOR ACCOMPLISHMENTS:**

- Achieving the business objectives of the company for Mobility Solutions in defined region of operations.
- Understand the product and services portfolio of the client for mobility Solutions. Engage with customers at all levels (including CXOs) to steer the sales cycle for a favorable result. This will involve making presentations, making competitive proposals, competition analysis, help conduct product demonstrations, customer references, negotiations and sales contracts.
- Improved sales policies and practices. Defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management.
- Targeted and penetrated a competitive market. Created good corporate accounts and converted many customers from competitors' services.
- Revenue generation through new account development and key account management Identification and segregation of potential Market Segments

Share senior management positions throughout a dynamic tenure to strengthen the organization's general management and sales operations in the global market for this worldwide leading Web2print software for leading Print industry in quality design. Crafted sales, territory and business development strategy and plans. Built and lead Business Development team that developed and managed strategic partnerships.

**MAJOR ACCOMPLISHMENTS:**

- Hold full responsibility for total Global Sales Operations through direct training, leadership, and supervision of an Assist. Sales Manager, Sales Team, and network of 5 independent reseller comprised of sales representatives across global sales territories.
- Solidified an exclusive partnership with new reseller, expanding product awareness and distribution operations throughout major retailers
- Acquired a portfolio of 250+ accounts that included big print houses, big online web store, specialty stores, and small high-end printer chains through identification of unique business opportunities, execution of corporate presentations, and strong contract negotiations/closings.
- Grew independent sales organizations, in charge of on-site sales training, policy formulation, goal setting, incentive programs, product promotions, and competitive sales commissions, sustaining an average increase in annual growth revenues of 2% to 6%.
- Pioneered product positioning strategies and marketing plans that included product sets.
- Identified low performing product, and re-distributed product-patterning strategies to accommodate consumer buying trends, maintaining steady revenue gain.
- Heightened product awareness levels and drove profit margins through negotiations with web store owners,
- Served a primary point of contact for all concerned in relation to product delivery, add-on pricing, and display issues to ensure expedited problem resolutions and customer retention levels.
- Performed monthly sales forecasting and competitive analyses to determine product performance levels and the need for new product developments and modifications on an annual basis.
- Planned and coordinated all aspects of Global Tradeshows from vendor relations, booth design and set-up, product selection, packaging, and shipment, to ample production of catalogs.
- Contributed to the annual development of web2print brochure and current pricing lists with a direct distribution base of 250+ accounts worldwide and 5 independent resellers.
- Generated new business through B2B networking efforts and execution of creative marketing plans implemented within strict advertising budgetary guidelines.
- Sourced and secured importers to manage specified sales territories, and closely monitored their performance.

Led and developed the global business development strategy, and provided intelligence to top management. Implemented various business developments, sales & marketing programs, tracked program results and evaluated their effectiveness. Coordinated with the Sales Team to devise tactics to surpass competition, which included utilizing: print/radio/outdoor advertising, direct mail campaigns, promotions and public relations. Proposed recommendations and supplied rationales for product changes and new products.

**MAJOR ACCOMPLISHMENTS:**

- Established a strong market presence by building alliances with local businesses, chambers and trade shows.
- Interface with key business owners / multiple stakeholders and draw out what their requirements are, what they expect to accomplish and interpret their business needs into technical solutions.
- Implemented a robust Quality Assurance strategy for the businesses, which contributed to improvements in competitive advantages and resulted in increased ROI by 15%.
- Practiced in clarifying business requirements, performing gap analysis between goals and existing procedures/skill sets, and designing process and system improvements to increase productivity and reduce costs.
- Overcame market dominance from many larger well-established competitors and withstood market pressures by revisiting, solidifying and leveraging network of former associates, sales channel players, and business partners.
- Proactively evaluated competitive activity and business operations and determined recommendations to restructure the organization and to improve the company brand.

- Consistently ranked among top performers, expanding customer base while maintaining excellent client rapport despite intense market competition and a tumultuous economic climate.
- Developed and implemented plans for strategic accounts that exceeded expectations in revenue retention/growth, account profitability, and customer satisfaction.
- Perform client presentations articulating the value proposition of product, solution, and service offerings.
- Upselling within existing clients.

**DATAPRO INFOWORLD LTD., *Director – Business Development*, Visakhapatnam, India**  
**04/1998 to 07/2007**

Identified new business development opportunities for this IT firm specializing in Hardware/Software solutions & Training; analyzed business processes to identify areas of reducing operating costs and improving efficiencies; Recommended and implemented new technology solutions; and trained clients how to utilize new technology to reach their business goals. Primary leadership role in all aspects of business development, product/service presentations, direct marketing efforts, and revenue generation. Create innovative marketing tools ranging from online presence to advertising materials.

#### **MAJOR ACCOMPLISHMENTS:**

- Created and executed targeted and strategic business plan to manage 12 member territories alone; exceeded year over year sales goals and recognized with Diamond Award for highest sales award in FY2001.
- Developed and launched creative marketing strategy for product, service & training promotion; Presented comprehensive training program on product & services features, cost analysis, and profitability to achieve 40% increase in the new leads and RFP.
- Developed, coached, and motivated 5 member team in product, service & training delivery, sales strategy, and selling techniques by creating a performance driven culture to promote accountability and personal responsibility; led the region to a #1 finish (out of 6 regions) in the overall yearly profits comparison/margins.
- Strategically planned, implemented, and managed a critical \$150k IT project for a local steel plant, resulting in business growth through increase communications of sales force and improved transactional visibility.
- Turned around long-term problematic yet strategic account. Beat aggressive competition in open tender to win back trust, securing the largest tender of its kind for a \$110K Indian Naval Personnel software training and hardware and software upgrade.
- Selected to lead closed tender bid for major services and training contract for a Shipbuilding company - the company's first, largest and most complex IT services & training proposal ever devised. Winning proposal was later acknowledged as having set a new regional benchmark for excellence.
- Despite no prior industry experience and a shoestring budget, jump-started business with minimal capital. Within 12 months, the business had reached \$150K turnover, producing and delivering high quality Hardware, Software, Training and Services to various customers.
- Captured major increases in local market penetration (30%) with the launch of innovative marketing/advertising materials (for Hardware/Software/Training/Services) targeting private-held and public-held government businesses.
- Maintained the Customer Satisfaction Index at 100% from FY 2002-07 and selected as a high performer for continuous 5 years.
- Gained distinction as a superior business development performer, accomplishing 65% sales to budget from a zero base in just 12 months.
- Increased personnel retention 30% with the introduction of a highly effective mentoring program.
- In fewer than 12 months, provided leadership for many of the company's most prominent and strategic tenders and sales, in tandem with driving new innovations that enriched branding and reputation for quality of service delivery.
- Led the company's development and profitability in hardware, software, training, technical consulting services and solution sales achieving company leadership recognition.