



## Contact

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### Address

Flat B-309,  
Vistar Classic Apartment,  
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## Skills

- Team Leadership and Management
- KPI management
- Business Development
- EdTech Industry Expertise
- Revenue Management
- Negotiation and Contract Management
- Financial analysis and reporting
- Relationship building and management
- Budget forecasting

## Education

- **MBA**

KIIT School of Management  
2019-2021

- **B.Tech in CSE**

College of Engineering, Bhubaneswar  
2009-2013

- **XII-(Science)**

Kendriya Vidyalaya No-2, CRPF,  
Bhubaneswar-2009

- **Std-X**

Kendriya Vidyalaya No-2, CRPF,  
Bhubaneswar-2007

# Sidharth Smruti

## Senior Business Development Manager

Dynamic and results-oriented Senior Business Development Manager with 8 years of proven success in driving revenue growth and expanding market share in the EdTech sector. Adept at forging strategic partnerships, creating innovative sales strategies, and fostering strong customer relationships

## Experience

### May 2022- Present

#### Senior Business Development Manager

##### Clini Launch Research Institute and Win In Life Academy LLP

- Achieved 85 % revenue growth in the B2C Ed-Tech segment, both in Pharma and Data Science field.
- Built and maintained a high-performing sales team, overseeing their efforts conversion, and generated Rs 2.4 Cr in a year.
- Created and delivered captivating product demos, proposals, and presentations resulting in a 50 % boost in contract closure rates.
- Worked collaboratively with marketing teams to develop effective social media campaigns and content that spoke to the B2C target demographic.
- Used market trends and consumer feedback to drive product refinements , resulting in a 95 % increase in customer satisfaction.

### Mar 2021- Apr 2022

#### Manager

##### Manipal Academy for Global Education

- Played a pivotal role in launching new EdTech products in the B2C space, resulting in 30 % increase in market penetration within the first 6 months.
- Developed and executed innovative sales strategies that exceeded quarterly revenue targets by an average of 110%.
- Collaborated with internal teams to tailor solutions to match customer needs, resulting in 95 % higher customer retention rates.
- Leveraged digital marketing channels to increase brand visibility and engagement, contributing to 40 % growth in website traffic.
- Reduced process bottlenecks by training and coaching employees on practices, procedures and performance strategies.
- Collaborated cross-functionally to refine procedures, devise best practices and enforce quality metrics.

### Apr 2020- Feb 2021

#### Assistant Manager

##### Kotempore India

- Taking onboard the digital product of Kontempore "KAMPUS EASE". On boarded 167 campuses out of 240 in the Southern Zone.
- Developed knowledge of company products and services to make suggestions according to customer needs.
- Generated reports detailing findings and recommendations.
- Supported creation of detailed, technical financial models to value potential acquisition targets of Rs 55 Lacs



## Softwares

- MS Office
- Power BI
- Python
- SQL
- Oracle
- Java
- ERP
- C++

## Achievements

- Sun Certified Java Developer
- Google certification in advanced analytics.
- National Level Taekwondo Player.
- Volunteer and communication expert for NGO, "Helping Hands" for development of disabled children

## Languages Known

- English
- Hindi
- Oriya

## Hobbies

- Travelling
- Photography
- Food Blogging

# Sidharth Smruti

## Experience

Aug 2018 - June 2019

**Key Accounts Manager**

**Zomato Media Private Limited**

- Analyzed key competitors to respond to competitive threats.
- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling opportunities.
- Prepared and managed large capital expenditure budgets to effectively handle infrastructure investment of Rs 10 lacs plus.
- Executed vendor setup and payment, administration of bank accounts and account reconciliations for 1500 + entities.
- Supported sales and reporting for large and medium-sized accounts.
- Created sales forecasts to target daily, monthly and yearly objectives.
- Negotiated and maintained cost-effective contract pricing structures with vendors to produce positive return on investment.
- Conducted economic and demographic research and analysis to produce critical reports.
- Analyzed sales to manage life cycle of product, inventory models and selling rates.

Jan 2014 - Aug 2018

**Senior Systems Engineer**

**Netocol Systems & Solutions Private limited**

- Performed root cause analysis to provide resolutions for production issues.
- Analyzed security logs to determine and alleviate network threats.
- Worked with stakeholders to determine implementation and integration of system-oriented projects.
- Employed Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) products to reduce initial outlay in systems purchasing by 15%.
- Resolved audit findings from disaster recovery tests and improved processes by updating procedures and providing verification in lab environment.
- Improved business productivity for clients by 25% by re-engineering and designing infrastructures.
- Incorporated cloud architecture into new facility planning, reducing need for on-site equipment and technical support personnel.