

TAUSIF NIZAM

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Result-oriented executive business leader with ~19 years of experience across B2B & B2C and expertise in building healthy P&L at scale
Proven track record of developing and building New Business lines/ Revenue streams/categories, leading to profitable and sustainable business

IT/ITeS | Publishing | Marketing & Advertising | Travel & Aviation | Hospitality | PSUs | BPO | Staffing | Broadcast Media | Retail | across domestic and international markets.

Awards

Best Employee of the Year	Pinnacle Technology	2008
VERTEX Achievers Award	Vertex	2004

Work Experience:

Head- Business Development September 2021- Present
ODN Digital (an ecommerce content production digital agency)

- Strategically managed the P&L for the entire team and provided leadership
- Working closely with 5 SDRs, built a sustainable topline of 1.2 crore in the last 5 months
- Scaled up by 2x MoM in 4- 5 months by devising Scheme/Offer mix for service promotion.
- Maintaining a CLV of 1 year with an ACV of 10000, driven by multi-year selling, upgradation and customer experience
- Improvised the processes to automate sales functions and build a high-yield pipeline
- Drive an average MRR of 1 crore for the organization with a 20% growth MoM
- Responsible for EBITDA and creating Sales Funnel for 10 crore
- Experience of handling Sales Presentation, Due Diligence, Product Demos and Customer Visits for the customers across the Globe

Senior Manager- Sales August 2019- October 2020
Broadcast2World.TV (a video production studio and a broadcast agency)

- Developed and implemented plans to increase penetration
- Provided leadership and direction to sales automation, sales capability building, market visibility agendas for the services
- Conceptualized & implemented sales promotional activities as a part of brand building and market development efforts
- Acquired the Highest B2B customer base with 20% Churn rate (over 9 months)
- Responsible for recruitment, Training and Team Building to achieve the targets

Senior Manager- Business Development March 2019- June 2019
Clixlogix Technologies (a software development and a company)

- Accomplished business development activities by researching and developing marketing opportunities and plans
- Secured business through different channels (Upwork, Guru, PPH) Email Marketing and other channels
- Implemented sales plans, negotiated deals, understand the project requirement & strengthen client relations.
- Co-ordinated with the delivery teams to ensure successful project deliveries

Associate Vice President- Sales

July 2018- December 2018

Vinove Software (a Software development company)

- Hired the Sales and Market Research teams and identified the territories
- Crafted a Go-to-Market strategy for penetration in competitive markets
- Responsible for overall sales operations and engineering/thought leadership.
- Acquired new logos through presentations, consulting and strong negotiations.
- In-charge of goal setting, sales trainings, incentives and commissions

Senior Manager- Business Development

March 2013- November 2017

TO THE NEW (a Software development/digital transformation company)

- Researched and identified potential markets for penetration
- Assisted the senior management in planning, strategy and execution
- Analyzed the pipeline, shared feedback and identified areas of learning
- Coached and mentored the peers on various aspects of sales
- Handled strategic alliances with agencies overseas

Assistant Manager- Business Development

September 2012- February 2013

RateGain (a hospitality product development company)

- Promoted from Retail to the Enterprise team within 3 months
- Initiated high level communications with CXOs
- Hosted Webinars for product presentations and demonstrations.
- Built and managed the sales pipeline for the Enterprise accounts

Business Development Manager

April 2007- June 2012

Pinnacle Technology (an e-Publishing company)

- Successfully managed finances, recruitment, sales and operations
- Transformed it to a healthy business with a team size of 3 to 100 in 5 years
- Responsible for hiring the right talent, coaching and sales planning.
- Managed the operations with optimal profitability.

Associate Project Manager

November 2005- April 2007

Aptara Inc. (an e-Publishing company)

- Mastered a totally fresh skill- Project Management and internal tools
- Managed 2 out of 4 SBUs to deliver projects and services
- Built opportunities to encourage repeat sales
- Ensured customer program satisfaction.
- Led and directed the work of various production departments.

Senior Business Associate

July 2003- November 2005

Vertex (a contact centre of Northwest Waters, a utility company based out of UK)

- Delivered customer care to utility customers in UK
- Did up-selling for an Insurance Cover for the same customer base
- Identified gaps in learning; mentored fellow workers on the process
- Provided operational excellence in the fields of customer care