

Alumnus of IMT Ghaziabad and Sales Professional with experience in New Business Development, B2B Sales Consultative sales / Solution Sales, C-level Presentations, Upselling, Cross-selling, Commercial Negotiation and Account Management

## PROFESSIONAL EXPERIENCE

### **Business Development Manager SHL (Formerly part of Gartner Inc.)**

**August 2017 – Present**

SHL is World's leading Talent Assessment & Management organization headquartered in the UK. Through cutting edge, research-based solutions, SHL helps organizations unlock productivity through deeper people insight.

#### **Key Accomplishments & Initiatives**

- Built and fostered a robust, sustainable network of customers including large multinational companies such as PepsiCo, Timex Group, Continental Group, to name a few and Large Indian Conglomerates including DCM Shriram Group, JK Tyre & Industries, etc. by leveraging strong listening, presentation and closing skills to optimize sales results
- Exceeded Sales Quota for 2018 by achieving significant increase in booking numbers quarter-over quarter. Achieved 180% of Q4 target.
- Closed complex large-size deals in the range of INR 3 million to INR 4 million each
- Successfully expanded the target market by generating significant revenue from several first-time customers, along with cross-selling and up-selling to existing clients to the tune of 3X
- Significantly increased SHL's footprint in the region by engaging with Key Stakeholders and decision-makers in numerous prospective and existing client organizations
- Possess extensive corporate networking skills and have been part of regular discussions with Top Leadership including Promoters, Board of Directors, CEOs/ MDs, CHROs, etc. at client organizations
- Effectively managed various stages of the sales cycle, starting with developing a game plan, to building desire, through closing the sale and Managing & growing

### **Head – Key Accounts, North India iimjobs.com**

**May 2015 – August 2017**

iimjobs.com is a leading online job board catering specifically to Premier B-school graduates and industry professionals at the Middle and Senior management Levels.

Managed a total portfolio worth INR 70 million and was responsible for end-to-end customer life-cycle management, including onboarding, Account retention, Customer Relationship Management (CRM), Churn Management, Revenue Growth, Upselling, Cross-Selling and Renewal of over 200 large enterprise accounts.

#### **Key Accomplishments & Initiatives**

- Had successfully grown critical accounts by more than 3X and generated revenue to the tune of INR 4 million in FY 2016-17
- Had successfully retained and renewed over 97% of all accounts handled, limiting churn to a minimum
- Frequently met with and pitched to CXOs at various client organizations.
- Effectively gauged clients' hiring requirements and supported them in the same by
  - Providing onboarding, product training, formulation of best practices and recommendations for using the product
  - Regular and strong communication with clients around new features and modifications in the product
  - Identifying opportunities and subsequent Upselling and Cross-selling of products to maximize ROI for clients
- Ensured that clients derived maximum value from their investment, fully leveraged their subscriptions and realized measurable value from iimjobs.com.
- Had joined the organization in an individual contributor role, managing accounts PAN India. Was then promoted to Head – Key Accounts for the North region, to lead a team of 6 and to successfully meet and exceed goals.

**Senior Consultant**  
**ABC Consultants, New Delhi**

**April 2014 – May 2015**

**Key Assignments & Initiatives**

- Contributed towards bringing on board new clients through Business Development. Independently handled Client Engagement and Management.
- Proactively engaged with existing as well as prospective clients to understand potential launches, developments in the industry, expansion plans and subsequent scope for business.
- Made recommendations on improving the knowledge management piece for the company through extensive Competitor analysis, research on industry trends, etc.  
Suggested ways of improving visibility on the web by managing content on platforms such as YouTube, LinkedIn, Facebook, etc. as a result of which, the company saw an increase of 12% in footfall in the first 4months Itself

**Research Analyst**  
**Market Track, LLC**

**Jun 2011 – Jul 2012**

**Key Assignments & Initiatives**

- Provided business solutions which involved making recommendations on competitive pricing for products, analyzing performance vis-à-vis that of competitors, calculating market share, providing a basket of promotional offers best suited and most beneficial to client companies. Key accounts included companies of repute such as Walmart (USA), JC Penny (USA), Coca- Cola (USA).
- Co-created research publications and webinars on key upcoming market trends across various industries.
- Was given additional responsibility of supporting and mentoring of new hires.
- Collaborated extensively with the IT department to improve project turnaround time by 33%
- Created and owned process documents for key projects to enable uniformity and consistency across deliverables at any given point

**ACADEMIC QUALIFICATIONS AND ACHIEVEMENT**

Qualification	Institute	Year
<b>MBA</b>	IMT Ghaziabad	<b>2014</b>
<b>BBA</b>	The Maharaja Sayajirao University of Baroda	<b>2011</b>

**EXTRA CURRICULAR ACHIEVEMENTS**

- Finalist at the Annual Case study competition TISS Aarambh at TISS, Mumbai (2013)
- Received the Best Speaker award at MSU BBA (2009)
- Represented the state of Gujarat at the National level Karate Championship (JKAI) held in Mumbai (2003)

**PERSONAL DOSSIER**

- Date of Birth: 28.03.1989
- Current Address: P2A -103 , Princeton Estate, DLF Phase 5, Sector 53, Gurgaon
- Permanent Address: 204, Woodmoor Apartments, 10, Vrundavan Society, Amrakunj, Vadodara – 390007, Gujarat