

## Business development manager- IT sales Resume

### SUMMARY PROFILE:

- A MBA graduate with 4+ years of experience in IT Sales & Online Marketing, looking for a suitable opportunity to become a dynamic and top-performing executive in IT Sales & Marketing and Public Relations with high-calibre clients.
- Developing strategic corporate, media and PR communications to increase visibility and stir interest in client news, activities and special events. Cultivate and maintain relationships with key industry people Known as the “go-to” person to get things done.

### CAREER SNAPSHOT:

➤ **DTocz.net Technologies Pvt Ltd**, Pune

**OCT 2012 - till date**

**Role: Senior Business Development**

#### KEY RESPONSIBILITIES – INTERNATIONAL SALES AND MARKETING

- Full Life-Cycle of Account Management/Sales.
- Identify client base by using the internal database, technology news articles, the internet, researching companies, networking with our IT consultants, referrals, networking events, and then market our company’s services to the clients across UK, USA, CANADA, UAE and AUSTRALIA.
- Identified various routes and enablers to reach out to opportunities strategically to establish the partnerships with Engineering Product Vendors, Partner with local Engineering vendor services providers in particular region.
- Extensive Mapping to target **Global-Industrial companies** selling end to end service support (CAD, CAM, and CAE).
- Interacting with senior and top level management in the client organization & presenting services offered.
- Set an agenda of who you are prospecting every day and be prepared for those meetings.  
Recognize that this position is all about meeting the numbers.
- Cold call potential clients daily through various means; phone, email, LinkedIn, etc.
- Make at least 5 new appointments at potential clients weekly.
- Present Instant Technology’s services to our potential client base every week.
- Send out emails about our company in addition to any contracts that need to be signed before doing business with a client.
- Define an org chart of each client and their usage of firms and contractors – via phone and then in person.
- Qualify/ Gather information about client base – define whether or not we will work with this client.
- Generate new job orders weekly through cold calls and client visits by getting the right information (technical and environmental specs for the open roles).
- When you get an offer for someone, work with the recruiter to CLOSE the deal – this is a critical piece of the process.
- Generate any contracts or paperwork that needs to be attended to in regard to the client billing, etc.
- Maintain relationships with clients through weekly/monthly follow up.

- Participates in weekly and daily meetings with entire team and within assigned triangle.
- Participate as a team player and help other Account Managers with accounts and strategies – think about the company and its best interests.

➤ **TechPOND TECHNOLOGIES**, Chennai

**JUN 2011 – Sept 2012**

**Role: Business Development**

KEY RESPONSIBILITIES – INTERNATIONAL SALES AND MARKETING

- Developing and implementing business and marketing plans within agreed budgets to target end-users and sales channels applicable to growing the company's international business.
- Generating Leads through Cold calling & Extensive Mapping to target **Global-Industrial companies** selling end to end service support (CAD, CAM, and CAE).
- Interacting with senior and top level management in the client organization & presenting Engineering services.
- To recognize client business challenges and team up with internal delivery functions & services.
- Target new and existing customers via the telephone and manage, maintain and grow a territory.
- Develop and cultivate sales leads from new and existing contacts using the telephone and email communications.
- Provide customer service and support to accounts that reside within an assigned, geographically based territory.
- Identified various routes and enablers to reach out to opportunities strategically to establish the partnerships with Engineering Product Vendors, Partner with local Engineering vendor services providers in particular region.
- Responsible for planning email/call campaigns with the marketing & sales support teams to enhance the visibility of the brand name.

➤ **SULEKHA.COM New Media Pvt Ltd.**, Chennai **AUG 2009 – MAY 2011**

**Role : Sr. Business Development Executive**

KEY RESPONSIBILITIES – ONLINE MARKETING

- Lead the sales and marketing of Space sales for **Sulekha.com**. Online Marketing.
- Meeting client increases consistently sales & revenue with cultivating lasting relationships with customers.
- Create articulate sales plans that target and meet company objectives.
- Maintaining outstanding record of achievement in revenue growth.

➤ **Info Media 18 ltd**, Chennai

**SEP 2008 – JUN 2009**

**Role : Business Development Executive**

KEY RESPONSIBILITIES – B2B MARKETING

- Space sales for b2b magazine (SEARCH).
  - Client Relationships & Sales Growth.
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### **Areas of Exposure**

Business Development / Consulting	Business Analysis	IT - Software / Engineering
Marketing / Sales	Requirement Analysis / SDLC	CAD / CAM Consulting
Market Research	Marketing Intelligence	Client Management / CRM
Business Intelligence	Project Management	Engineering Services
International Business Development	Offshore Requirement	Generating Leads
Sales Closings & Techniques	Presentations & Proposals	Customer Base Expansion

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### **ACADEMIC SUMMARY:**

- **Master of Business Administration [HR & Marketing Management]** 2008  
[Anna University], Chennai
  
- **Bachelor of Engineering [Electrical and Electronics]** 2006  
University of Bangalore

### **SOFTWARE PROFICIENCY:**

Office Automation tools	:	Ms – office
Operating System	:	Windows Family