



SONALI GAUTAM

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To be a part of an organization that offers a responsible, challenging, and creative environment where I could get continuous learning and use my relevant experience to contribute significantly to the organization.

Employment History

Demand Generation Manager at Vorro, Gurgaon

October 2021 – Present

- Identify and evaluate new business opportunities within the US, UAE, UK and Singapore region.
- Conduct market research to understand market trends, customer needs, and potential areas for growth.
- Develop a deep understanding of the company's products/services to effectively pitch and propose solutions to clients.
- Lead and motivate a team of business development professionals, providing guidance and support.
- Create and maintain a pipeline of potential clients and opportunities.
- Develop and implement effective sales strategies to achieve or exceed revenue targets.
- Collaborate with the sales team to ensure proper execution of sales strategies and achieve sales goals.
- Build and nurture strong relationships with key clients, understanding their needs and goals.
- Regularly engage with clients to provide personalized solutions and address any concerns or issues.
- Collaborate with internal teams to ensure client satisfaction and successful implementation of solutions.
- Act as a trusted advisor to clients, providing industry insights and recommendations.
- Analyze market data and customer insights to identify gaps and areas for business expansion.
- Monitor competitor activities and develop strategies to maintain a competitive edge.
- Provide recommendations for product development and enhancements based on market research findings.
- Collaborate with cross-functional teams, including marketing, product development, and operations.
- Maintain accurate and up-to-date records of deal status and progress.
- Continuously enhance knowledge and skills through self-learning, training programs, and networking opportunities.

Business Development Manager at Pristyn Care, Gurgaon

October 2019 – October 2021

- Direct impact revenue generation Monitoring and improving daily function.
- Handle category operations and city operations.
- Responsible for daily, weekly and monthly sales planning.
- Ensure all system operate smoothly and align with our quality standards.
- Handle city BD and Sales Team maximizing their productivity.
- Maintain monthly business growth rate, evaluate the leakage, solve the problem and expand our category.
- Team management to generate maximum revenue.
- Maintain monthly business growth rate, evaluate the leakages, solve the problems and expand the category.
- Responsible for developing the team through motivation, counseling, skills development and product knowledge development.

Employment History

Business Development Executive at The Akshay Patra, Mathura

January 2019 – October 2019

- Contacting potential clients to establish report and arrange meetings.
 - Planning and overseeing new marketing initiatives.
 - Researching organizations and individuals to find new opportunities.
 - Increasing the value of current customers while attracting new ones.
 - Finding and developing new markets and improving sales.
 - Attending conferences, meetings, and industry events.
 - Developing quotes and proposals for clients.
 - Developing goals for the business growth and ensuring they are met.
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Education

Maharana Pratap Engineering College, Bachelor of Engineering

July 2015 – July 2019

Skills

- | | |
|---|--|
| <input type="radio"/> Lead Generation | <input type="radio"/> B2B and B2C |
| <input type="radio"/> Communication Skills | <input type="radio"/> Leadership |
| <input type="radio"/> Effective Time Management | <input type="radio"/> Analytical Skills |
| <input type="radio"/> Problem Solving | <input type="radio"/> Cross-functional interaction |