

# ANAND PATIDAR

## Business Development Manager

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### Summary

I am a dedicated Business Development Manager with over 4 years of experience in high-ticket sales, management, and event planning. I excel in creating effective strategies to drive revenue, surpassing sales targets, and fostering strong client relationships. My background includes managing diverse teams in fast-paced environments, ensuring successful outcomes through team-building and communication.

### Key Achievements

#### Sales Growth Achieved

Increased monthly sales by 25% through strategic planning and execution.

#### Customer Retention Boost

Implemented CRM system, boosting customer retention rate by 15% in six months.

#### Market Expansion Success

Expanded market territory by 30% in one year through targeted marketing.

#### Exceeded Sales Targets

Exceeded quarterly sales targets by 20% consistently over one-year period.

### Experience

#### Egniol Group of Companies

Ahmedabad

##### Business Development Manager

02/2023 - Present

A business group specializing in various business operations focused on growth and development.

- Created effective marketing, sales and promotional initiatives to drive revenue.
- Created short-term and long-term goals for business team to achieve objectives.
- Planned and developed winning strategies to increase sales, expand territories and boost market positioning.
- Surpassed sales and customer service targets, consistently exceeding established KPIs.
- Identified cross-selling opportunities through ongoing customer needs analysis.
- Closed long-term agreements through skilful negotiation.

#### LIGMR (Egniol Group Of Companies)

Ahmedabad

##### International Business Manager

02/2024 - Present

A well reputed management institute based in Lyon, France focusing on Quality education and opening doors for global opportunities.

- Implemented strategies that boosted global market share.
- Fostered partnerships to drive business growth.
- Built high-performing teams to surpass objectives consistently.
- Mentored senior staff, fostering a strong leadership team.
- Cultivated robust industry alliances to enhance service promotion.
- Negotiated international contracts, securing favorable terms and building strong partnerships with overseas clients.

#### BYJU's the Learning Application

Indore

##### Senior Business Development Associate

02/2021 - 12/2022

A leading ed-tech company providing learning solutions through innovative learning platforms.

- Engaged with customers to proactively schedule and confirm sales meetings.
- Generated revenue and established customer networks for potential business.
- Built and managed a tracking system to analyze the team member's scheduled meetings, revenue generated, and finance data.
- Established more ideas to create an easy, flexible, approachable method and strategy to boost the team's performance.
- Guided the team to achieve the weekly target above 80%.
- Took responsibility to cover the deficit revenue and guided new team members for generating maximum sales and creating a proper sales funnel.

#### Hututu Softwares

Indore

##### Trainee

01/2020 - 05/2020

A software company focusing on delivering effective software solutions.

- Reported back to the instructor to receive day-to-day tasks and responsibilities.
- Learned new materials, processes, and programs quickly.
- Completed documentation and reports for business records.
- Experience with management of project documentation, compressing project design and documenting application.

## Education

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Bachelor in Technology

Indore, MP  
08/2016 - 05/2020

## Languages

English Proficient ●●●●●

Hindi Proficient ●●●●●

## Skills

Business Development · CRM · Strategic Planning · Market Research · Relationship Building · Lead Generation · Team Building

## Interests

+ Cricket

+ Music

+ Football