



## PROFESSIONAL SUMMARY

Dynamic and results-oriented sales leader with over 15 years of experience in SaaS sales, business development, and marketing automation. Demonstrated success in driving substantial revenue growth, leading high-performing teams, and implementing effective sales strategies. Expert in leveraging CPaaS and CRM systems to optimize client engagement and enhance campaign effectiveness. Committed to advancing technology solutions and cultivating strong, long-term client relationships.

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## PROFESSIONAL EXPERIENCE

### Associate Director - SaaS Sales & Business Development

*Gamooga Softtech Pvt. Ltd.* | Oct 2017 – Present

*Gamooga is a leading CPaaS provider, offering marketing automation, campaign automation, and email/SMS/WhatsApp automation solutions.*

- Spearheaded sales strategies, resulting in a 35% annual revenue increase and contributing to a 200% boost in sales productivity.
  - Led a high-performing sales team, achieving 98% client satisfaction through successful campaign management and tailored solutions.
  - Collaborated closely with product, marketing, and technical teams to align sales strategies with broader business goals.
  - **Skills:** CPaaS, marketing automation, campaign automation, customer engagement, WhatsApp Business API, sales strategy, team leadership, client relations, cross-functional collaboration, CRM management, SaaS sales.
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### Sr. Manager - SaaS Inside Sales

*Evam Labs Pvt. Ltd.* | Aug 2016 – Oct 2017

*Evam Labs and Z Axis, under the same management, specialized in HRMS and globalization tech platforms and services.*

- Led a 22-member sales team, achieving a 52% revenue increase through targeted sales planning and process improvements.
  - Enhanced lead generation and campaign execution, leveraging CRM and data analytics, resulting in a 3X improvement in lead conversion.
  - **Skills:** HRMS, SaaS sales, globalization tech platforms, sales management, CRM systems, revenue growth, team management, data analytics, lead generation.
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### Sr. Manager - Inside Sales & Business Development

*Z Axis Tech Pvt. Ltd.* | Oct 2014 – Aug 2016

*Z Axis provided HRMS and globalization tech solutions under shared management with Evam Labs.*

- Implemented CRM systems and sales optimization strategies, resulting in a 3X increase in overall revenue within 18 months.
  - Managed complex sales cycles, driving customer acquisition and retention across multiple product lines.
  - **Skills:** SaaS sales, sales optimization, HRMS, CRM systems, customer acquisition, lead conversion, team leadership, business development.
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### **Inside Sales & Business Development Executive**

*NextRow Inc. | Apr 2014 – Oct 2014*

*NextRow specialized in marketing automation consultation and VOIP services, particularly Rangatel.*

- Led lead generation initiatives for e-commerce solutions, contributing to significant business growth.
  - Built and nurtured client relationships, ensuring enhanced service delivery and business continuity.
  - **Skills:** VOIP (Rangatel), marketing automation, sales pipelines, e-commerce solutions, client relations, lead generation.
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### **Inside Sales & Business Development Executive**

*Sameva Global Pvt. Ltd. (including Snotra services) | Jun 2013 – Mar 2014*

*Sameva Global provided proctoring services and custom app/web development solutions, with Snotra offering additional services in document-to-ebook conversion.*

- Supported pre-sales activities, including proposal writing and client presentations, leading to successful client acquisitions.
  - Collaborated with technical teams for proof-of-concept demonstrations, improving solution delivery and customer satisfaction.
  - **Skills:** Proctoring services, app/web development, pre-sales activities, client presentations, solution delivery, document-to-ebook conversion.
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### **Sales Executive**

*Idexcel Inc. | Feb 2009 – Apr 2012*

*Idexcel specialized in B2B sales of electric and gas contracts for businesses.*

- Consistently ranked as a top performer in outbound B2B sales for business energy contracts.
  - Managed sales forecasts and detailed account information, improving forecast accuracy by 15%.
  - **Skills:** B2B sales, energy contracts, account management, sales forecasting, customer acquisition, business energy sales.
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## EDUCATION

- **B.Tech (CSE)** – First Class  
*J.N.T.U Hyderabad, Shadan College Of Engineering and Technology* | 2009-2013
  - **B.I.E (M.P.C)** – Distinction  
*Board of Intermediate Education A.P, Jubilee Hills Junior College* | 2007-2009
  - **Nursery - 10th** – First Class  
*C.B.S.E, Jubilee Hills Public School* | 1993-2007
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## CERTIFICATIONS

- **Seller Network Participation (NP) Excellence**  
*Open Network For Digital Commerce (ONDC)* | Apr 2024
  - **Contextual Marketing**  
*Hubspot Marketing* | Sep 2023
  - **Frictionless Sales**  
*Hubspot Marketing* | Sep 2023
  - [Latest Certifications](#)
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## KEY SKILLS

- SaaS Sales
- CPaaS (Communications Platform as a Service)
- Marketing Automation
- Campaign Automation
- HRMS Solutions
- WhatsApp Business API
- CRM Management
- Sales Leadership
- B2B Sales
- Globalization Tech Platforms
- Client Relations
- Revenue Growth
- Sales Forecasting