

## **Aakriti Roy**

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### **Objectives:**

Experienced Sales & Business Development professional with 7 years' experience in Saas & product company.

### **Experience**

**Total experience 7.3 yrs**

- **360 degree expertise in Sales and Services** with an incisive B2B professional with a experience in the gamut of IT Production, IT services, Product Sales, healthcare software and SAAS sales, B2B Marketing and Strategy formulation functions.
- An Out-of-the box thinker with a flair for charting out marketing strategies for influencers of industry. (Architects, Influencers & PMCs)
- Keen strategist and planner with experience in executing operational goals, formulating business operations standards, Team Management, new market Development.
- A proven Key Accounts specialist with expertise in project management, client retention and expansion.
- Excellent communicator possessing strong analytical and problem solving skills. Ability to take timely decisions, work under pressure & provide solutions to problems.

### **Skills**

- Key Account Management
- Large Deal Negotiations
- Contract Management
- Business Development
- B2B Sales
- Team Leadership
- Product Positioning & Branding

## Professional Experience

### (1) Technology Consultant for Leena AI(Oct 2021-Present)

- Generating leads via, marketing and email campaigns, cold calling, website inbound, outbound and linkedin campaigns.
- Fixing Appointment and 1<sup>st</sup> level calls with CIO, CHRO, CXO, HR Director, AVP & VP HR
- Source new business from existing clients and actively seeking new sales opportunity.
- Maintaining strong relationship with existing customers/ Clients.
- Discovering clients problem areas and convey it to the cross-functional internal teams for product development to enhance customer as well as their employee experience.
- Extensive use of CRM: Hubspot, zoominfo, sales navigator, Lusha, mr. E , Apollo.
- Generating revenue of 1.5-2 cr Annually
- Revenue Generation till date: 66000 USD
- HR technology in HRMS using AI.
  - Track record of achieving quarterly target.
  - Conducting research to reach key stakeholders and fix meetings with the sales team to close deals.
  - Assisting sales teams for follow ups and other ad hoc tasks.

### (2) Team Lead- Inside Sales for AssureCare LLC(Sept 2020-Sept 2022)

Assurecare is a company that has acquired iPatientcare and they provide hospital information management system and emr solutions.

Role and Responsibilities:

- Handling a team of 3 people who generate leads and deals closure in India.
- Generating leads via cold call, email campaigns and linkedin messaging in the regions : middle east, Philippines, Malaysia, South Africa.
- Dealing with CIO, CMO(Chief Medical officer), CXO, CNO(Chief Nursing Officer) to fix meeting and give 1<sup>st</sup> level demo of EHR/EMR solution.
- Documenting the leads generated, proposal sent, demo conducted by both the teams(sales and inside sales) and preparing reports in excel and doing the prediction of closure along with sales analysis.
- Active interaction with the clients to gain full requirement along with their pain points and conveying it to implementation/development team.
- **Revenue Genration in 1yr: 2 partnerships with Infosys and Wipro , Medanta hospital Ahmedabad, Total in INR: 80 lacs**

### (3) Inside Sales Executive at Ohum Healthcare Solutions. Feb 2019–Aug 2020

Ohum Healthcare solution is a clinical transformation company working for hospitals and clinics in India and internationally as well for providing solution for doctors and clinicians to make their work easier.

#### Roles and Responsibilities:

- Inbound/Outbound sales calling and warm calling with experience in dealing and managing objections.
- Pitching to CMO,CIO, CXO, Medical Director, CNO.
- Setting up and presenting demos following lead enrichment, scoring and prioritization.

- Communicating new product development to client.
- Experienced in field sales both cold calling and after setting up meeting (mainly interacted with Medical Director, CFO and IT Head ).
- Giving on site presentation to the management for product presentation for deal closure.
- Deal negotiation.
- Experience in CRM such as OGD, Salesforce, Hubspot, MS Dynamics as well as Boolean search.
- Nurturing existing relationship with clients and managers.
- Revenue Generation in INR : 15.50 CR
- Client deal closed by me : VPS Healthcare ABudhabi: 9.5 cr(5 yr contract for HIMS)  
Tamilnadu hospital(50 lakhs- 3 year contract for EMR)
- Lung center of Philippines: 5.5cr(5 yrs contract for HIMS)

#### **(4)Jan 2017 to Jan 2019 at Ziff Davis(Salesify)**

##### **Research Analyst - Appointment Generation Specialist**

- Setting up meeting for the final level deal closure.
- Planning monitoring numbers and achievement of overall targets by planning sales and development for a particular account.
- Experienced in all types of sector such as banking, insurance, IT, Saas, software,healthcare,digital marketing.

#### **(5)Jan 2016- Jan 2017 at Convergys**

Customer Service Associate for Telecom Company in UK.

##### **Certification:**

- The fundamentals of Digital Marketing from Google Digital Unlocked.  
May 2020
- Salesforce - LinkedIn Learning - Jun 2020
- Hubspot - LinkedIn Learning - Jun 2020
- SQL- LinkedIn Learning - Jun 2020
- Python- LinkedIn Learning Jul 2020
- Global Certification in Data Science-June 20-21(Persuing)

##### **Educational Qualification:**

2015- B.E (ENTC)

From BhartiVidyapeeth's College of Engineering for women, Katraj, Pune.

2010- 12<sup>th</sup> from Delhi Public School Siliguri (Science)

##### **Personal Details**

Date of Birth: 1<sup>st</sup> June 1992

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