

NITHYAPRAKASH NJ

LEAD GEN | SALES SPECIALIST | MBA GRAD |
ENGINEER | OPTIMIST



Enterprise Sales Consultant

NOVEMBER 2019 - PRESENT

- Prospecting in the territory to profile buyers and create sales-ready pipeline
- Execute database programs to increase attendance at upcoming events, seminars, and to create awareness for current product promotions
- Provide closed-loop feedback to cross-functional teams to ensure continuous process optimization
- Achieve weekly and monthly target for opportunity conversion

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Regional expansion - New Business (Retail)

APRIL 2019 - OCTOBER 2019

- Market study of potential supply
- Manage vendors acquisition across categories in the respective region
- Series of Filed sales activities for new business development
- Being responsible for supplier scaling, 2x supplier performance and monthly supplier on-boarding, supplier sales performance target (Quota)
- Worked on regional expansion project - South India, clothing vertical and led multiple workshops across the territory

 **NDOT**® New Business MOVEX Prod (MEA Region)

DEC 2018 - MARCH 2019

- Lead Generation, product Demo presentation
- Requirement gathering, proposal writing
- Team with channel partners to build pipeline and close deals
- Achieve Quarterly revenue targets
- Assist the customer in post-product support

 **PHOTON** Sr.Business Development Executive - SaaS (NA)

NOV 2016 - NOV 2018

- Represented Photon in the NA market and responsible for sale pipeline management with monthly target (Qualified Meetings)
- Work on the RFP process and be a bridge between the tech team and the client
- Be a part of Negotiation and effectively communicate
- Work on Meeting notes/Tech Stack, understand and document the next steps
- Closely work with the VP-Sales to maximize the regional referrals



CONTACT



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Bengaluru

EDUCATION

2013 - 2015

SRM UNIVERSITY

MBA - Marketing Major

2009 - 2013

Karpagam College Of Engg

B.E. - ECE

CERTIFICATION

- Hands on - Hubspot Sales
- Lead Generation Foundations
- Social Selling with LinkedIn
- Sales Negotiation
- Aligning Sales & Marketing
- Developing Executive Presence
- Efficient Time management

SKILLS

- Story Telling
- Presenting with Confidence
- Referral Maximization
- Telephone/Mail Etiquette
- Business Content writing

EXECUTIVE EDUCATION

- Executive Business Management In Digital Economy - (IIM RAIPUR) - Pursuing

PROJECTS

- **FUJITSU - B2B Selling to Large Organizations**
APR 2015 - JUL 2015
- **BAJAJ FINSERV - FOS Training Grooming and Development Module**
MAY 2014 - JUL 2014