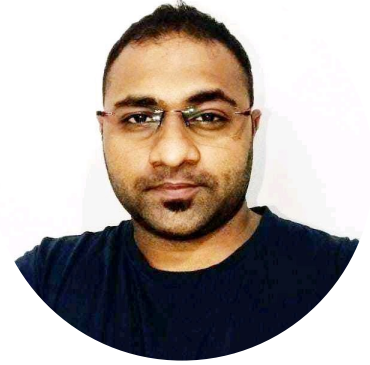


NITHYAPRAKASH NJ

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



Subex - 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 (Qualified Meetings) for opportunity conversion

MEESHO - Business Development (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 target of 45 supplier on-boarding
- Worked on regional expansion project - South India, clothing vertical and led multiple workshops across the territory

PHOTON - Sr.Business Development Executive - SaaS

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 maximise the regional referrals

PROJECTS

FUJITSU - Client Computing Devices - Selling to Large Size Organizations

APR 2015 - JUL 2015

BAJAJ FINSERV - FOS Training, Grooming and Development Module

MAY 2014 - JUL 2014

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 Bengaluru

EDUCATION

2013 - 2015

SRM UNIVERSITY

MBA - Marketing Major

2009 - 2013

Karpagam College Of Engg

B.E. - ECE

CERTIFICATIONS

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

SKILLS

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

EXECUTIVE EDUCATION

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