

AVINASH KUMAR

 ak3094@gmail.com |

|  +91-7411 37 8775

ACADEMIC PROFILE

MBA (Marketing & HR)	MRSC Indore	67%	2009-2011
BBM (Marketing)	GCC Bangalore	58%	2005-2008

Business Development – SaaS Sales (AI, RPA, ML) - Client Servicing – Product Manager – AR & VR – Competitor Analysis – Channel Partnership Development – Channel Partner Manager – Investment Planning – Sales Forecasting – PaaS Sales – Lead Generation – Business Strategy – People Management

PROFESSIONAL EXPERIENCE

LatentBridge **Account Manager – Business Development** **Feb 2022 – Present**

Roles
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Responsibilities

- Managing end-to-end business for SaaS products (AI, RPA), and staff augmentation for new clients
- Managing high-value existing clients, responsible for cross-selling and upselling.
- Nurturing good relationships with stakeholders, C-level executives through the provision of high-quality services and sales support.
- Responsible for competitor analysis, and prepare the sales and marketing strategy to boost the sales pipelines.
- Monthly basis feedback presentation about the resources and ongoing project.
- Responsible for profit management and revenue of concern Project

Manipal Technologies Limited **Asst Mgr. Buss Dev (Account Manager)** **Oct 2018 – Feb 2022**

Roles
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Responsibilities

- Responsible for new and existing business for pre-media, Adobe Connect (SaaS Product), VR for domestic market.
- Managing the company's key account for the domestic market and nurturing good relationship with the various stakeholders, C-level executives by ensuring high quality of service and sales support.
- Channel Partner development & maintain good relation with them for the product launch and achieving revenue target in domestic market.
- Working closely with partner, provide all kind of sales and marketing support, interacting with them on regular basic to generate new prospect & client onboarding.
- Driving the sales by identifying the prospective clients, understanding their requirements and interacting with the key decision makers.
- Responsible for competitor analysis, prepare the sales and marketing strategy to boost the sales pipelines. Monthly basis feedback presentation focused on forecasting.
- Manage effectively the Post sales cycle: migration, up-sell/cross-sell, loyalty reporting, feedback and Build executive summary of accounts.
- Responsible for profit management and revenue of concern Project

Trainerkart Learning Solutions		Inside Sales Manager	June 2017 – Oct 2018
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Handling pre-sales, sales and Post- sales activities, Sourcing potential candidates for the Conference & Training programs conducted by our organization ▪ Generating sales leads through execution of aggressive calling efforts, email campaigns, use of social media and work closely with marketing team. ▪ Sales delivery during the entire event and maintaining MIS of all client detail. ▪ Ensuring the marketing/promotional activities runs smoothly for the assigned product. ▪ Interact with the customer thus collecting their feedback on the service. ▪ Responsible for profit management and revenue of concern Project 		
Nabler Web Solutions		Publisher Acquisition Specialist	Jan 2016 - May 23rd 2017
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Managing the entire sales, client engagement & managing the key accounts. ▪ Generating quality leads of different Ad network & different vertical of publishers. ▪ Understanding the client requirement & Develop sales pitches in order to explain the importance and benefit of revenue optimization strategy & convert them in to client. ▪ Analyzing client web property, develop revenue optimization and implementation strategy to generate incremental revenue for client & department. ▪ Responsible to tie-up with Ad Network and maintain healthy relationship. ▪ Maintaining communication between internal team, Google Team, Publisher & other Ad Network through e-mail/calls. 		
TLI Knowledge Services Private Limited		Business Development Manager	October 2014 - Jan 2016
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Managing the entire sales cycle. Establish and maintain a pipeline through lead generation, Cold calling and industry mapping. ▪ Effective Data building through LinkedIn, and Google search in order to find the right point of contact. ▪ Identifying opportunities and converting them as customers, signing up service agreement & responsible for managing key accounts. ▪ Maintaining communication between team and clients. ▪ Responsible for profit management and revenue of concern Project 		
Fleming India Management Services PVT.LTD		International Sales Executive	Jan 2013 - October 2014
Roles & Responsibilities	<ul style="list-style-type: none"> ▪ Managing the entire sales cycle of B2B conferences and Training. ▪ Generating quality leads of CXO from professional from the relevant Industry. ▪ Develop techniques and sales pitches in order to explain the importance and benefit of Conference & Training and make them register for the event. ▪ Sales delivery during the entire event and maintaining MIS of all client detail. ▪ Responsible for profit management and revenue of concern Project 		

MBA COURSEWORK	
Academic Projects	<ul style="list-style-type: none"> ▪ Poster presentation on “excellence through education” in IIM, Indore ▪ A study on preference of customer of Readymade Garments (With respect to Central Mall and Rajwada market) ▪ “A study on relationship between GDP and small scale industries”
PROJECTS & CERTIFICATION	
Tata International Ltd., Dewas	15 days training in finance at Tata International Ltd., Dewas in Export Procedure & documentation.
IMI Marketing Carnival 2009	<ul style="list-style-type: none"> • Live project on the product “Orange Salmon Tea” an innovative orange flavored tea presented in IMI Marketing Carnival 2009 at Maharaja Ranjit Singh College of Professional Sciences Indore.
Six Sigma	<ul style="list-style-type: none"> • White belt certification from Fanatic Academy of Quality, Indore. • Yellow belt certification from Fanatic Academy of Quality, Indore.
AWARDS & ACHIEVEMENTS	
Academic	<ul style="list-style-type: none"> • Best Customer Service award in Marketing Carnival 2009 organized by Indore Management Institute, Indore for the innovative product “Orange Salmon Tea. • 1st position in management game at Maharaja Ranjit Singh College of Professional Sciences, Indore. • Participated in Indore B-School League 2010(IBL) organized by IIM, Indore.
OTHERS	
Hobbies: Playing badminton, Listening Music, Swimming & Watching News.	
Address : #21, First Floor, 6C Cross, Venkatapura Layout, Koramangala 1st block, Bangalore-34	