

Enterprise Sales | Account Growth | B2B SaaS & IT Solutions**Professional Summary**

Enterprise sales professional with nearly 4 years of experience driving B2B SaaS and IT solutions revenue across India and the Middle East. Proven success in acquiring, managing and expanding mid-market and enterprise accounts through consultative and solution-based selling. Skilled at building C-level and functional stakeholder relationships (CMO, CTO, Business Owners) to drive account penetration and revenue growth. Adept at account planning, stakeholder mapping, cross-functional collaboration and CRM-driven forecasting. Seeking to leverage expertise to deliver enterprise account growth and stronger client partnerships in a high-impact sales role.

Professional Experience**Lead Business Development Executive****(Adroit Information Solution Pty Ltd | Jan 2025 – Present)**

- Own end-to-end sales cycle for SaaS CMS platforms, Kiosks and POS solutions across India and Middle East, from prospecting to negotiation and closure.
- Build and execute account and territory growth strategies, achieving 120–140% of quarterly pipeline and conversion targets.
- Conduct C-level discovery and consultative engagements, aligning solutions to digital transformation priorities.
- Collaborate with solution teams, presales and delivery to ensure proposals are customized, compliant and commercially competitive.
- Maintain pipeline accuracy and forecasting using Zoho CRM and Excel Reporting.

Senior Business Development Executive**(Adroit Information Solution Pty Ltd | Jan 2022 - Dec 2024)**

- Drove enterprise and mid-market account acquisition and growth, building a 3x qualified pipeline and consistently exceeding quota.
- Executed targeted multi-channel outreach campaigns using Lemlist, Lusha and Apollo.io to build a qualified pipeline
- Strengthened CXO and business stakeholder relationships, influencing strategic deal outcomes.
- Led account planning and whitespace analysis, identifying cross-sell/upsell opportunities within existing accounts.
- Coordinated with presales, solution engineering, and finance teams to finalize customer offers in a matrix environment.

Sales Executive**(Parshe Merchant Pvt Ltd | Jun 2018 - Dec 2021)**

- Managed sales operations including quotations, pricing, order processing, and payment collection.
- Conducted market research to align product offerings with customer needs and trends

Key Achievements

- Consistently exceeded sales activity and pipeline targets by 120–140%, driving accelerated revenue growth.
- Achieved 30% engagement-to-meeting conversion, outperforming team benchmarks.
- Secured high-value C-level engagements across multiple verticals, leading to strategic partnerships.
- Drove account expansion opportunities by identifying upsell and cross-sell pathways post initial deal closure.

Key Skills & Competencies

Enterprise & Mid-Market SaaS Sales | Strategic Account Management | Account & Territory Planning | Solution & Consultative Selling | CXO Engagement | Stakeholder Mapping | Pipeline Development & Forecasting | Cross-Functional Collaboration | Negotiation & Deal Closure | CRM (Zoho)

Education

Bachelor of Science - Assam University