

Sadhana Singh

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A dynamic sales professional with over 10 years of experience in Business Development, Client Acquisition, Client Retention, Customer Success, and Team Management. Consistent in revenue growth and increasing profit share. Tenacious in building new business and forging strong business relationships with external partners. Experience in hiring and building high-performance teams.

Professional Experience

Tripearltech Private Limited

Manager - Business Development - Microsoft Dynamics 365 Business Central | Sales | Finance | Operations ♦ Microsoft Power Platform ♦ Application Development (**1st March 2022 to Till Date**)

- Develop strategies and work on a growth plan with the management
- Working with an Inside Sales Representative to develop an overall territory account plan in order to maximize opportunities and generates sale activity with customers and partners.
- Focusing on International Clients
- Building and managing the team to deliver growth and productivity.
- Strengthening execution and geographical business focus in key markets.
- Follow industry trends and competition, both locally and internationally
- Sharing reports on successes and areas needing improvements.

Radoratory Technologies Pvt Ltd

Manager - Business Development (November 2020 to February 2022)

- Develop go-to-market strategies and revenue growth plan with the management
- Manage and retain relationships with existing international clients
- Identify and map business strengths and align them with customer needs
- Research business opportunities and formulate market expansion strategies
- Follow industry trends and competition, both locally and internationally
- Report on successes and areas needing improvements
- Handle customer complaints, provide appropriate solutions

Blaze Automation Solutions Pvt Ltd

Manager (October 2018 to November 2020)

- Planned and executed annual and quarterly revenue targets for the team
- Hired and trained sales professionals and aligned them to business goals
- Developed sales guide and training manual for the sales team
- Achieved 100 percent revenue growth in the Q1 of 2020

Shine.com Hindustan Times (HT Media Ltd)

Team Lead (June 2014 to October 2018)

- Lead a team of telesales executives to meet revenue goals in both domestic and international markets.
- Play a decisive role in formulating monthly and annual Business Plans

- Month-on-month revenue growth through new client acquisitions
- Tracking and monitoring daily activities of the team and recommending improvements
- Hire and train new employees as part of the induction process.

Polymer House

Business Development Manager& HR (January 2010 to October 2013)

- Screen resumes and interviews job applicants as a part of the initial screening
- Prepare Daily Reports by coordinating with various department heads
- Coordinate with Sales team, Accounts, and HR team to achieve the goals of the organization.

SMART-Bridge

System Engineer (November 2006 to October 2009)

- Coordinate with the offshore client (Whataburger) in US and manage their payrolls.
- Team leader for the same process.
- Took up the additional responsibility of Quality Analysis (QA).

Education

- 2012 - **Post Graduate Diploma in Business Management** from Indian School of Management Studies (ISMS) majoring in HR and Marketing.
- 2006 - **Bachelor of Arts in Political Science** from Indira Gandhi National Open University.
- 2000 - **Senior Secondary** (CBSE) from Kendriya Vidyalaya.

Computer Skills

- MS Office
- Advance Diploma in Information Technology (ADIT) Course from (SISI-CMTES)

Personal Information

- Date of Birth: 28th July
- Marital Status: Married
- Nationality: Indian
- Languages Known:
 1. Hindi – Read, Write and Speak
 2. English – Read, Write and Speak
 3. Telugu - Speak