**SRAVANTHI UBDI**

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**Phone No: 9502758313**

1. **Career Objective**
2. Self-motivated, solution-oriented Global Sales and Business Development professional with 5+ years of extensive experience and academically qualified. Highly focused with a comprehensive knowledge and understanding of Enterprise Content Management (ECM). Delivering results through B2B direct sales and revenue generating partnerships. Bridging the gap between strategic plans and actual execution, working with cross functional matrix-oriented teams to deliver the goals set by the Executive Team and where revenue is the measurement used to determine success. I am currently looking for a new and suitably challenging position in any industry, one which will make best use of existing skills, qualifications and experience whilst enabling further personal and professional development.
3. **Education and Qualifications**

Bachelor of Technology from CVR College of Engineering, JNTU.

Board of Intermediate from Vignan Junior College.

Secondary School Certificate from Amaravathi Grammar High School.

1. **Key Technical Skills**

* Possessing excellent written and oral communication skills including presentation experience to large and diverse audiences.
* Computer literate with strong knowledge of Microsoft Suit.
* Expert strategist who uses research of competitors, market conditions, customer needs and organizational core competencies to claim company success.
* Skilled communicator and negotiator who understands persuasive delivery and can confidently present sales pitches to potential partners and reports to board members.
* Confident individual who combines enthusiasm, product knowledge, and customer assessment to pitch products in a way that increases brand awareness and encourages product loyalty.
* Accomplished understanding of financing activities including budgeting, investing and cost-cutting through careful analysis.
* Strong organization and time management skills and careful attention to detail to guarantee that business ventures are successful, and development is absolute.
* Account Management, Brand Management, Strategic Marketing & Integrated Marketing.
* Sales Planning, Analysis and Contract Negotiation.
* Persuasive negotiator who uses integrity and professionalism in presenting joint ventures, assessing acquisition opportunities and identifying new markets.
* Innovative thinker who detects more efficient ways of growing company assets by recommending new products, revolutionizing current product offerings and testing new market approaches.

1. **Work Experience**
2. SHANROHI TECHNOLOGIES PVT LTD – hyderabad
3. **International Business Development Manager October 2019 - Current**
4. **Responsibilities**

* Identification of new leads and contacting/visiting potential customers for new businesses
* Product presentation and demonstrations according to the customer’s need
* Develop and implement new sales initiatives, strategies and programs to enable product sales
* Teach and educate the customer about our product and upcoming services
* Keeping track of all marketing and sales related activities (meetings, conversation, contact details, contracts, etc) and updating them in company’s systems.
* Responsible for account development, cold calling, assessing client needs, and identifying solutions.
* Manage account relationships, contract negations, sales, pricing, billing, and logistics.
* Collaborate with cross-functional teams to improve customer service experience.
* Lead planning, strategy, proposal process, and bid preparation.
* Perform market research on competitive landscape and industry trends.
* Train and mentor new sales representatives.
* Capitalized on previous relationships and performed market research.
* Drove revenue and secured new business.

**Assistant Business Development Manager March 2019 – October 2019**

**Responsibilities**

* Collaborated with business development, marketing, and product departments on the creation of competitive concept proposals.
* Developed new service offerings based on detailed and documented insights of market and client needs.
* Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.
* Provided market intelligence and feedback to global and regional teams on the market, industry, and competitors’ developments.
* Built and maintained relationships with key contacts at potential clients, consulting companies and partners in order to get access to new opportunities.
* Prospected for potential new clients and turned them into increased avenues of business.
* Developed relationships with senior decision makers (incl. CEOs, CFOs, CMOs, or VPs) within potential clients.
* Developed negotiating strategies and positions by examining risks and potentials as well as estimating partners' needs and goals.
* Worked closely with SVP and GM to develop customer acquisition strategies to obtain maximum sales volume and profitability.
* Developed and oversaw marketing functions to identify key marketing strategies for successful new customer acquisition and sales growth.
* Enhanced organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
* Responsible for account development, cold calling, assessing client needs, and identifying solutions.
* Manage account relationships, contract negations, sales, pricing, billing, and logistics.
* Collaborate with cross-functional teams to improve customer service experience.
* Lead planning, strategy, proposal process, and bid preparation.
* Perform market research on competitive landscape and industry trends.
* Train and mentor new sales representatives.
* Capitalized on previous relationships and performed market research.
* Drove revenue and secured new business.
* Captured significant competitive business and presented optimum solutions.

Stee software technologies pvt ltd – hyderabad

**Business Development Executive August 2018 – January 2019**

**Responsibilities**

* Introducing the product (Student Online Educational platform REFERENCEGLOBE) to Educational Institutes (MBA/MCA, Engineering & Degree).
* Strategize ways to build market share, increase revenue, and acquire success through innovative developments in organizational structure.
* Generated new business and long-term account opportunities through prospecting and cold calling.
* Developed, coordinated and implemented sales strategies that identified and produced new business in different markets/ states.
* Strategically organized and coordinated with senior executive’s new business trends to develop new services, products, and distribution of channels.
* Attend industry functions, events, and conferences, providing feedback and information on current market/creative trends.
* Researched, reviewed and arranged meetings with new prospect Institutes and maintained a detailed weekly call log/sales report for all customer communications.
* Contributed to the company recognizing increase in yearly revenue through a recommended sales training to teach sales professionals about proper negotiation and closing tactics.
* Responsible and accountable for the coordinated management of multiple related projects directed toward strategic business and other organizational objectives.
* Direct the coordination of all implementation tasks involving third party vendors as well as provide consultation to clients on system implementation.
* Created robust business development plan to engage markets and meet bookings, sales, cash, and profit objectives after identifying business unit operating plan deficiencies and initiating market surveys / analysis.
* Build credibility, establish rapport, and maintain communication with corporate and governmental clients at multiple levels.
* Developed and submitted business proposals, led team to pursue opportunities, and managed capture efforts.
* Participated in daily production meetings to discuss any potential issues that might disrupt any on time delivery dates.
* Lead monthly trainings for executive management to provide them with recent research on best practices, sales strategies, and competition movement.
* Proactively grew my accounts through internal networking and negotiating long-term contracts.
* Self-generated opportunities, conducted formal presentations with senior partners and expanded relationships, including renewals and upsells.

sysark datasol pvt ltd – hyderabad

**Marketing Executive/Business Analyst December 2017 – August 2018**

**Responsibilities**

* Study company’s business objectives and identify company’s various business processes.
* Responsible for accurate and timely forecasting of tactical and strategic business opportunities. Work closely with clients and company resources during the business development process, lead the analysis, execute the marketing strategy and make final recommendation on pursuing engagement opportunities. Ensure effectiveness of overall linkages and execution of strategies developed.
* Conduct the following internal activities to develop an account strategy and plan that makes the best use of firm resources.
* Meet customer expectations and conduct team meetings, coach team members on how to best support the business.
* Own and manage the sales pipeline to achieve revenue targets work with the business operations teams to oversee the development of proposals and touchpoint campaigns.
* Anticipate, recognize and address very complex problems relating to the business development discipline, client opportunities, business unit measurements and business development metrics.
* Analyse business situation and implement innovative solutions, develop new and creative approaches and procedures.
* Assesses risk in terms of business value and exposure to both company and clients.
* Collaborate with local, regional and national marketing resources to develop tactics and programs to contact clients, secure appointments with clients and to maintain ongoing communication links with clients.
* Provide sales strategy and expertise throughout the sales cycle during the proposal development process to help close new business.
* Sending emails with appointment time and date confirmation with all the information of the product and company broacher.
* Updating the clients about the change in the product and price.
* Maintained positive relationships with existing clients by providing quality service in an effective manner.
* Attending meetings and monthly closing.

ition solution LTD – hyderabad

**Marketing Executive October 2016 – October 2017**

**Responsibilities**

* Strong attention to detail and the ability to priorities according to the plan.
* Maintaining professional relationship with the existing clients by providing the best services to them.
* Ability to absorb professional knowledge & develop industry skills.
* Attentive ability to spot commercial opportunities with strong customer services and sales support background.
* Excellent ability to adapt to a changing environment quickly & effectively.
* Highly organized with strong attention to detail.
* Ability to work effectively in a team environment, working with direct and matrixed resources to ensure customer satisfaction and profitable growth.
* Constant learning and knowledge sharing with some of the best complex selling professionals in the industry.
* Conducted cold calls to explore and develop new business opportunities.
* Maintained positive relationships with existing clients by providing quality service in an effective manner.
* Prepared sales forecasts and data analysis reports for management review.
* Assisted in conducting market research to determine appropriate targeting and message relating to new product launches.
* Introduced improvements in business strategies and successfully generated extra sales revenue and sales levels increased by 15%.
* Maintaining professional relationship with the existing clients by providing the best services to them.

Prabhat powertech PVT LTD – Mumbai

**Assistant Panel Engineer July 2010 – February 2013**

**Responsibilities**

* To prepare costing and estimation for the clients and tenders with the help of SLD using different company’s catalogues.
* To order connectors, indication lamps, switches, breakers etc. required for the panel.
* To cross check the quantity of breakers, connectors, lamps etc. which have to be ordered and received
* To prepare purchase order, offer letter, quotation letter, approval letter, inspection, call letter and test certificate to the clients.
* To prepare BOQ for the SLD’s given by clients and tenders.
* Account management of key stakeholders and suppliers, acting as a point of contact, building strong client relationships, monitoring service levels through regular internal and external communication, customer service and customer retention.
* Achievement of monthly & quarterly renewal targets by close monitoring of key numbers including feedback, promotion, queries, follow ups, lead generation.
* Analyse existing and potential markets to identify and secure business development opportunities.
* Building market position by locating, developing, defining, negotiating and closing business relationship.

1. **Personal Details**

Name **: Sravanthi Ubdi**

Marital Status **: Married**

Languages Known **: English, Hindi & Telugu**

Nationality :  **Indian**

Place : **Hyderabad**

LinkedIn Profile <https://www.linkedin.com/in/sravanthi-ubdi-246577136/>

**Declaration**: I hereby declare that information furnished above is true & correct to best of my knowledge & belief.