

# Nikita Sharma

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📍 Pune

## Professional Summary

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Results-driven sales professional with over 8 years of experience in Inside Sales and SaaS Sales. Proven track record in Enterprise sales, Cloud Sales, and Solution sales, with a strong focus on Account Management and Business Development. Skilled in developing and executing marketing strategies to capture and nurture prospects, utilizing direct mail marketing, events, conferences, and leveraging LinkedIn activities. Adept at planning, analyzing, and executing effective marketing initiatives in international markets, particularly North America/Canada and ROW (Middle East, EU/UK, APAC). Committed to utilizing strong leadership abilities to drive team success and scale business growth. Additionally, possess a solid foundation in analytics, including Basic Python, MySQL, PowerBI, Excel, and Tableau, enabling data-driven decision-making.

## Professional Experience

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11/2020 – present

Pune

### Manager Prospect Engagement

*Sutherland (SuneraTech is now Sutherland)*

- Identify opportunities to improve productivity, efficiency, and processes in order to drive business growth, create New opportunities and customer satisfaction through prospecting campaigns.
- Successfully developed and executed demand generation initiatives, resulting in significant lead and revenue growth.
- Strategize with marketing and pre-sales teams to identify and qualify business prospects, understand their pain points, and address their technical concerns to create a plan for resolving those issues and closing deals.
- Implemented effective lead nurturing strategies, leading to increased conversion rates and enhanced database integrity.
- Manage the monthly run rate business for inbound and outbound leads for CloudTestr, an end-to-end test automation platform supporting the automation of various enterprise applications including AWS, SAP, Oracle, Azure, MS 365, Workday and others, and track sales metrics and team performance to report to senior management.
- Conduct demos to work with enterprise clients and map competition to develop winning sales strategies.
- Lead and manage a team, providing guidance, new drafts, and strategies to help them reach their goals and improve their performance.
- Focus on key markets such as the Middle East, EMEA, APAC, and North America/Canada to target Enterprise, and Major Accounts.
- Collaborate effectively with cross-functional teams and manage time efficiently to meet deadlines.
- Proficiently utilized marketing automation tools such as Zoho and HubSpot to generate leads, nurture prospects, and track sales pipelines.

- Leveraged sales intelligence platforms, including ZoomInfo, Slintel, and LinkedIn, to identify potential business prospects, analyse market trends, and develop winning sales strategies.

07/2019 – 08/2020

**Senior Business Development Executive**

*Encora Inc, Indecomm Digital Services*

- Prospect, Educate, Qualify, and Develop accounts to create sales-ready meetings through Email campaigns, conferences, references, calling, networking, and social media.
- Inside Tech sales (International Market)
- Tracking weekly, monthly, and quarterly performance (Pipeline, Closers, and Leads)
- Supporting to Pre-Sales and Marketing Team in creating Demo Showcase/Demo Pages
- Map global markets, capture market intelligence & identify target markets through research
- Managing pre-sales to post-sales support activities for the assigned geographies.

03/2018 – 07/2019

**Subject Matter Experts (Demand Genration)**

*XDBS Corporation*

- B2B Sales (IT Sales), Appointment Setting - Demand Generation,
- Team Handling, Leadership & Team Building

08/2015 – 11/2017

**Team Mentor (Business Development)**

*S.M Technomine Inc*

03/2014 – 02/2015

**Assistant Business Development Manager**

*Ceasefire Industries PVT LTD*

**Skills**

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- \*Business prospecting Innovative
- \*Problem Solver
- \*Excellent managerial techniques
- \*Market Penetration Strategies
- \*Customer engagement

- \*Account Management
- \*Sales Collaboration
- \*Demand Genration
- \*Data Analytics
- \*Marketing Automation and CRM

**Education**

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present

**Pursuing Data Analytics**

2012 – 2014

**MBA (Marketing)**

Pune

*MIT College of Management*

2009 – 2011

**BSc. (Biochemistry)**

Indore

*DAVV University*

## **Certificates**

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### **Introduction to AWS End User Computing Services**

Amazon Web Services (AWS)

### **Sales Fundamentals**

LinkedIn

### **Introduction to Data Analytics Course**

Simplilearn

### **Product Management Course**

Great Learning

### **Sales Strategies and Approaches in a New World of Selling**

LinkedIn

### **Data Analytics**

ExcelR