

MURALI DHARAN

Business Development Manager | B2B SaaS | Enterprise Sales & Revenue Growth

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Chennai (Open to Relocation)

PROFESSIONAL SUMMARY

Performance-driven **Business Development Manager** with over 4 years of experience in the **B2B SaaS** ecosystem (Cybersecurity, FinTech, and AI). Proven track record of managing the **full sales lifecycle**, navigating the **BFSI & NBFC** sectors, and consistently exceeding **₹8M+ quarterly quotas**. Expert in Account-Based Marketing (ABM) and consultative selling to C-suite stakeholders (CISO, CTO, Head of Risk).

SELECTED SALES ACHIEVEMENTS

- **Revenue Excellence:** Consistently managed a quarterly revenue quota of **₹81 Lakhs**, maintaining a high-velocity pipeline of **₹2.5Cr+**.
 - **Target Overachievement:** Consistently exceeded lead generation KPIs by **150%**, averaging **4–5 qualified discovery calls per day** (Target: 3).
 - **Market Penetration:** Successfully closed high-ticket enterprise deals within the **BFSI and NBFC** sectors by aligning SaaS solutions with regulatory compliance needs.
 - **Conversion Optimization:** Achieved a **40% lead-to-opportunity conversion rate** through rigorous qualification and pain-point mapping.
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CORE COMPETENCIES

- **Sales Strategy:** GTM Execution, Consultative Selling, Outbound Prospecting, Value-Based Selling.
 - **Revenue Management:** Pipeline Management, Quota Attainment, Forecast Accuracy, Upselling.
 - **Lead Generation:** Account-Based Marketing (ABM), Cold Calling, Personalized Email Sequences.
 - **Tech Stack:** HubSpot, Zoho CRM, Salesforce, LinkedIn Sales Navigator, Apollo.io, ZoomInfo, Lusha.
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PROFESSIONAL EXPERIENCE

ShieldByte Infosec, Mumbai | Business Development Manager | 06/2025 – Present

- **Domain:** Cybersecurity SaaS (Phishing Simulation, Awareness Training, & Third-Party Risk Management).
- **Strategic Growth:** Leading sales for the BFSI & NBFC industry, managing an **₹81 Lakhs quarterly target**.
- **Outbound Engine:** Executing 50+ daily calls and 25+ hyper-personalized emails using **Apollo.io and Lusha** to engage with CISOs and Risk Heads.
- **Deal Closure:** Managing the full sales cycle from initial discovery to Proof of Concept (PoC) and final contract negotiation.

Native Teams, Chennai | Business Development Manager | 10/2024 – 06/2025

- **Domain:** FinTech SaaS (Employer of Record & HRMS).
- **Acquisition:** Targeted IT Services and Software Consulting firms, closing high-value accounts by streamlining their global payroll and HR operations.
- **Funnel Management:** Built and maintained a robust database of decision-makers, executing 30+ daily cold calls to drive pipeline growth.

VisAI Labs, Chennai | Business Development Executive | 02/2023 – 10/2024

- **Full-Cycle Sales:** Owned the end-to-end sales process for AI-driven SaaS solutions, aligning product demos with specific buyer pain points.
- **Leadership:** Mentored and trained a team of 3 junior SDRs, improving team-wide lead generation efficiency by 20%.

Floki Labs, Chennai | Business Development Executive | 02/2022 – 02/2023

- **Market Research:** Increased sales pipeline by **25%** through targeted outbound prospecting and lead nurturing.
- **Technical Sales:** Led technical discovery and PoC sessions, improving final deal closure rates.

EDUCATION & SKILLS

- **B.E. in Mechanical Engineering** | Rajalakshmi Engineering College, Chennai
- **Tools:** Salesforce, HubSpot, Zoho, LinkedIn Sales Navigator, Apollo.io, ZoomInfo, GetProspect.
- **Languages:** English (Professional), Tamil (Native), Hindi (Conversational).