

NAGENDER BABU SADANALA

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CAREER OBJECTIVE

Dynamic and result-driven Business Development Manager with a proven track record in driving revenue growth, client acquisition, and strategic partnerships. Seeking a challenging role in a growth-focused organization where I can leverage my expertise in IT sales, cloud solutions, and customer relationship management to contribute to business expansion, market penetration, and long-term success.

STRENGTHS:

- Proven sales record in IT solutions or related industries.
- Strong communication and negotiation skills.
- Ability to understand complex technical solutions and translate them into business value. ✓ Self-driven and goal-oriented personality

WORK EXPERIENCE 1

- Designation: Business Development Manager
- Company: Operisoft Technologies Pvt Ltd
- Duration: April 2025 to Present

ROLES AND RESPONSIBILITIES

- Driving AWS cloud adoption and business growth across the Andhra Pradesh and Telangana region by identifying and engaging with startups, SMBs, and enterprise customers.
- Working closely with AWS partners and internal teams to position cloud solutions such as IaaS, PaaS, DevOps, Security, Data Analytics, and Migration services.
- Managing end-to-end sales cycle – from lead generation, requirement gathering, and solution positioning to proposal submission, negotiation, and closure.

- Enabling and onboarding customers to AWS programs, credits, and service adoption plans to optimize cloud usage and cost.
- Coordinating with Partner Development Managers (PDMs), Solution Architects (SAs), and other stakeholders to drive successful deployments and long-term customer engagement.
- Creating region-wise sales strategies, tracking pipelines, and reporting metrics aligned with monthly and quarterly goals.
- Representing AWS at local events, meetups, and client presentations to build brand awareness and generate leads

WORK EXPERIENCE 2:

- Designation: Senior Executive Sales
- Company: Velocis Systems Private Limited
- Duration: 2023 September to March 2025

ROLES AND RESPONSIBILITIES

- Drive business growth by identifying, pursuing, and closing deals for Enterprises Network, cloud services, Data Centre, AV solutions, Security and Managed services, meeting or exceeding revenue targets.
- Build and maintain strong relationships with key clients, understanding their business challenges, and acting as a trusted advisor to provide tailored solutions.
- Develop customized proposals by collaborating with technical teams, clearly communicating the value of integrated IT solutions to clients and addressing their business needs.
- Generate new leads, qualify prospects, and manage a robust sales pipeline to ensure a steady flow of opportunities and consistent deal closures.
- Stay updated on industry trends, competitors, and emerging technologies to identify market opportunities and recommend innovative solutions to clients.
- Work closely with pre-sales, delivery, and support teams to ensure smooth execution of projects, from proposal to deployment, ensuring client satisfaction at every stage.
- Lead contract negotiations, ensuring terms are mutually beneficial and aligned with company goals while delivering maximum value to clients.
- Track sales activities, generate detailed reports on performance, and provide forecasts and insights to management to guide decision-making and strategy.
- Mentor and guide junior sales team members, sharing best practices and providing support to improve overall team performance and efficiency.
- Represent Velocis Systems at industry events, conferences, and trade shows to build brand visibility, establish partnerships, and generate new business opportunities.

WORK EXPERIENCE 3:

- Designation: Business Development Executive
- Company: OFFICE24BY7 TECHNOLOGIE PRIVATE LIMITED
- Duration: 2021 February to 2023 August

ROLES AND RESPONSIBILITIES

- Conduct in-depth market research to identify potential clients, understand market trends, and uncover new opportunities for business growth.
- Proactively identify and generate leads through various channels, such as cold calling, networking, social media, trade shows, and partnerships.
- Nurture and maintain strong relationships with existing clients, understanding their needs and ensuring client satisfaction.
- Prospect and acquire new clients by effectively pitching the SAAS application's features, benefits, and value proposition.
- Stay up to date with the features, functionalities, and benefits of the SAAS application, enabling you to present it effectively to potential clients.
- Skilfully negotiate pricing, terms, and contracts to ensure mutually beneficial agreements with clients while maximizing revenue for the company.
- Take ownership of meeting or exceeding individual and team sales quotas and objectives.

WORK EXPERIENCE 4:

- Designation: Sales Executive
- Company: TECH CLOUD ERP SOLUTIONS PRIVATE LIMITED
- Duration: 2019 to 2021

ROLES AND RESPONSIBILITIES

- Identifying and qualifying potential leads through various channels, including online research, networking, and referrals.
- Engage with potential clients to gather information about their business requirements, pain points, and objectives to propose the most suitable software solutions.
- Collaborate with the sales and technical teams to tailor the ERP and CRM solutions to meet the unique needs of each prospect
- Work closely with the technical team to address customer inquiries, resolve technical issues, and ensure smooth software implementation.

- Identify opportunities to upsell additional software modules or services that complement the ERP and CRM solutions.

WORK EXPERIENCE 5:

- Designation: SAP Sales Consultant
- Company: RPWyzibility Consulting Pvt Ltd (RP International Tech Soft)
- Duration: 2017 to 2018 OCT 30th

ROLES AND RESPONSIBILITIES

- Conduct research to identify potential leads and prospects, gathering information on their business needs and pain points.
- Interact with customers via phone calls, emails, or virtual meetings to schedule appointments, follow up on inquiries, and provide basic information about SAP offerings.
- Acquire a strong understanding of SAP products, solutions, and services to effectively communicate their features and benefits to customers.
- Accurately enter customer and sales data into the CRM system, ensuring that records are up to date and well-maintained.
- Assist in organizing and scheduling meetings, maintaining calendars, and handling routine administrative tasks to support the sales team's efficiency.
- Participate in training sessions and learning opportunities to enhance product knowledge and improve sales skills

ACADEMIC PROFILE

Qualification	School/College	Board/University	Year of Pass out	Aggregate
B. TECH (ECE)	ELENKI INSTITUTE OF ENGINEERING AND TECHNOLOGY	J.N.T. University	2010-2014	60
B.I. E	NARAYANA JR COLLEGE	Board of Intermediate Education	2010	61
SSC	SAIRAM HIGH SCHOOL	State Board of Secondary Education	2006	70.6

TECHNICAL SKILLS:

Packages: MS-office, Open office and MS-outlook Operating System:

Windows XP, Vista, Window7, 2003 & 2008 server.

PERSONAL PROFILE:

Date of Birth

: 21-02-1990

Gender

: Male

Language Known

: Telugu, English and Hindi

Hobbies

: Knowing about latest electronic gadgets and Listening

Music

DECLARATION:

I hereby declare that the above particulars furnished by me are true to the best of my knowledge and belief.

NAGENDER BABU SADANALA