

SHARON SANDHYA

BUSINESS DEVELOPMENT & GROWTH MANAGER

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PROFILE SUMMARY

Dynamic Business Development & Growth Manager with proven experience of 4+ years and expertise in 0→1 GTM strategy, strategic partnerships, and revenue acceleration. Experienced in launching and scaling products through experimentation-led growth, customer insights, and sprint-based execution models. Adept at working cross-functionally to build, test, and iterate GTM strategies, with exposure to CRM tools (Zoho and Salesforce), data analysis, and tech-enabled solutions.

EXPERIENCE

2025 – Present

Manager –Sales & Account Management - Wizzybox Private Limited Bengaluru, India

- Led end-to-end GTM strategy and execution for BoWizzy (product initiative), including defining business models, sprint-wise execution plans, and growth experiments.
- Drove 150% ARR growth (INR 1Cr → 2Cr) through new customer acquisition and expansion strategies.
- Spearheaded market expansion across India & UK, contributing to 50% of net-new revenue in FY24–25.
- Designed and executed GTM experiments across pricing, positioning, and acquisition funnels.
- Owned client conversations end-to-end, including driving product demos, handling RFPs/RFQs, and leading commercial negotiations.
- Leveraged LinkedIn Sales Navigator and targeted LinkedIn outreach campaigns to identify ICPs, generate pipeline, and drive high-intent conversations.
- Built and optimized multi-channel outbound strategies (LinkedIn, email, calls) to improve conversion rates.
- Created pricing models based on customer segmentation and usage insights.
- Led a 4-member cross-functional team, achieving 95% quota attainment for 3 consecutive quarters.
- Collaborated with product and tech teams to test hypotheses and launch iterative GTM initiatives.
- Leveraged CRM and analytics tools to track funnel performance and optimize conversions.

Business Development Executive - Packt, Mumbai, India

2023 – 2024

- Drove end-to-end content acquisition by sourcing and onboarding 30+ SMEs and partners, contributing to a 20% expansion in course portfolio and supporting revenue growth.
- Managed key stakeholder relationships, ensuring high engagement and retention, while collaborating with Marketing & Product teams to align offerings with market demand, improving conversion rates by ~20%.
- Owned the full partner lifecycle—from prospecting and negotiation to delivery—while identifying upsell and cross-sell opportunities, contributing to 15% increase in partner-led revenue.
- Leveraged data-driven insights and performance tracking to optimize content strategy, enhance LMS experience, and improve user engagement by ~25%.
- Ensured catalog accuracy and content quality through regular audits and partner coordination, maintaining 100% up-to-date course listings and high customer satisfaction.

- Led content acquisition and partner onboarding across IT & Non-IT domains, onboarding 70+ SMEs and training partners, resulting in a 35% expansion of the course portfolio.
 - Managed end-to-end stakeholder relationships and collaborated with Marketing & Product teams to align offerings with market demand, driving ~25% improvement in learner acquisition and conversions.
 - Owned the full lifecycle from prospecting to delivery, identifying upsell opportunities and contributing to ~20% growth in partner-driven revenue.
 - Leveraged data insights and reporting to optimize content strategy and enhance LMS performance, improving user engagement by ~30%.
 - Ensured catalog accuracy and content quality through audits and partner coordination, maintaining high-quality standards and 100% updated listings.
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EDUCATION

Diploma in Computer Science Engineering

PES Polytechnic | Jan 2018 – Dec 2021

SKILLS

- Strategic partnerships
 - Customer analysis
 - Contract negotiation
 - Market research
 - Pricing strategy
 - Relationship management
 - Customer success engagement
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CERTIFICATIONS

- LinkedIn Sales Navigator: Essentials LinkedIn Sales Solution
 - Resume Building and Job Interview HP LIFE
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LANGUAGES

English, Kannada, Hindi & Tulu