

# S. M. Arjun

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## Professional Summary

Business Development Manager with 5+ years of experience in software sales, cloud solutions (Azure, AWS, GCP), SaaS products (M365), Microsoft Copilot, and Azure OpenAI Services. Skilled in driving business growth, building strategic partnerships, delivering product demos, and managing end-to-end sales cycles.

## Core Skills

Cloud Solutions: Azure, AWS, GCP	SaaS Products: M365, Copilot
Sales & Business Development	Go-To-Market Strategy
Relationship Management	CRM Proficiency
Product Demonstrations & Training	Pipeline Management & Deal Closing

## Professional Experience

### Business Development Manager | Crayon Software India Pvt. Ltd., Bangalore (Feb 2025 – Till date)

- Help startups grow by creating business plans that define short-term and long-term goals and execution steps
- Build strong relationships with Microsoft, startups, and partners to design unique cloud solutions using Microsoft technology
- Guide startups to create solution portfolios that match market opportunities
- Identify the best go-to-market strategies and activities for their solutions
- Monitor key deals and pipeline health to boost sales and cloud adoption; manage a global network of Microsoft PDMs for co-selling with startups and partners
- Ensure smooth hand-offs to the right resources at each sales stage to improve win rates and reduce closing time; resolve issues with local leadership and escalate when needed
- Drive performance reviews monthly or quarterly to track startup business progress and measure against goals and KPIs

## Associate Cloud Sales | Brio Technologies Pvt. Ltd., Bangalore (Jan 2023 – Jan 2025)

- Engage with clients in a consultative manner to understand their needs and recommend cloud solutions that align with their business objectives
- Collaborate with technical teams to design and present customized cloud solutions to clients, addressing their specific requirements
- Manage the sales pipeline from lead generation to closure, ensuring timely follow-up and updates in CRM systems
- Stay updated on advancements in cloud technology, industry regulations, and market trends through continuous learning and certification programs
- Provide ongoing support and ensure customer satisfaction post-sale, facilitating smooth implementation and adoption of cloud solutions
- Negotiating terms, pricing, and contracts with clients to reach mutually beneficial agreements and close deals
- Proactively identify and pursue new business opportunities to achieve sales targets

## Digital Cloud Sales Specialist | Meridian Solutions Pvt. Ltd., Bangalore (Apr 2022 – Dec 2022)

- Work effectively as both a specialist (subject matter expert) in support of a Regional Director to help build a healthy Cloud Management franchise
- Lead a team of specialists in the regional sales organization
- Motivate, coach, and mentor sales teams to both grow existing accounts and capture new business throughout the region by developing effective sales strategies to ensure 100% achievement
- Accountable for helping create pipeline and set up meetings for outside Field interactions with customers Drive the sales of add-on services and value services of existing customers
- Support core Inside Sales enablement activities to drive further understanding of cloud service offerings
- Strong ability to lead engagements providing structure, clear directions and objectives for engagement teams - lead direct and indirect, virtual/cross-functional teams, seeking assistance within a large, complex organization on proposals, offering development, demos, proofs of concepts, strategy development, 3rd party solutions
- Be a subject matter expert in Cloud

## Business Development Executive (Inside Sales) | Power Centre Pvt. Ltd., Chennai (Mar 2020 – Feb 2022)

- Processing calls to clients regarding sales and processing the SO
- Built strong relationships with clients, leading to increased customer satisfaction and repeat business

- Communicated directly with customers and partners to build strong business networks and relationships
- Developed customized solutions for clients, addressing their unique needs and helping them achieve their goals
- Negotiated favorable terms in vendor contracts, reducing costs and improving supply chain reliability
- Managed a portfolio of accounts, ensuring timely delivery of products/services while maintaining high levels of customer satisfaction
- Generated revenue growth by developing and executing targeted sales strategies to expand market share
- Increased client base by identifying and pursuing new business opportunities through market research and networking

## Education

Bachelor of Technology in Electronics & Communication Engineering

Jawaharlal Nehru Technological University, Anantapur

## Certifications

- Microsoft Certified: Azure Fundamentals (AZ-900)
- Microsoft 365 Fundamentals (MS-900)
- Microsoft Sales Professional Certificate

## Awards & Achievements

- Best Employee of Sales Team (South Region)
- Awarded by Microsoft Corporate for Azure & MWP Cloud South Business
- Cloud Champion Award by Brio Team (Pipeline Generation)
- Active participant in Microsoft Copilot Marketing team for PAN India events