



# Tapan Kumar Shrivastava

Inside Sales Manager

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## OBJECTIVE

Dynamic and results-oriented Enterprise B2B Sales Professional and Business Analyst with proven expertise in SaaS and CPaaS solutions, including Chatbots, RCS, and WhatsApp APIs. Skilled in driving end-to-end business solutions through consultative selling, strategic account management, and deep business analysis. Adept at gathering and translating business requirements, optimizing processes, and delivering tailored technology solutions that enhance customer engagement, streamline operations, and fuel revenue growth. Committed to building strong client relationships, leading complex sales cycles, and aligning business needs with innovative digital solutions.

## WORK EXPERIENCE

### KARIX MOBILE PVT LTD

APRIL 2024 - NOW

#### INSIDE SALES MANAGER

##### **Enterprise Sales & Business Solutions Specialist – SaaS | CPaaS | Cloud Solutions**

##### **Revenue Growth and Market Expansion Across Industries**

Drove significant revenue growth by promoting SaaS-based CPaaS solutions, including SMS, WhatsApp Business API, RCS, and Voice services, across multiple industries such as IT Services, E-commerce, Real Estate, BFSI, FMCG, and others.

Identified and captured high-value enterprise opportunities, consistently achieving and surpassing revenue and growth targets.

##### **Strategic Enterprise Sales, Business Analysis, and Key Account Management**

Engaged with CXOs, IT Heads, Digital Transformation Leaders, and key stakeholders to craft and implement customized cloud-native communication solutions addressing industry-specific needs.

Conducted detailed business analysis to uncover client challenges, including customer engagement automation, secure communication, operational efficiency, fraud prevention, and regulatory compliance, delivering end-to-end scalable solutions.

##### **Sales Pipeline Development, Lead Generation, and Market Penetration**

Built and maintained a strong, diversified sales pipeline by targeting enterprises across various sectors through LinkedIn prospecting, cold outreach, industry events, webinars, and strategic storytelling.

Accelerated the adoption of WhatsApp-driven engagement, RCS for enhanced communications, AI-powered voice bots, and other cloud-based customer experience solutions.

##### **SaaS Solution Selling and Digital Transformation**

**Enablement** Positioned CPaaS platforms as strategic enablers of digital

transformation, highlighting high-ROI use cases such as transaction alerts, personalized customer journeys, policy and subscription renewals, two-factor authentication (2FA), and intelligent chatbot solutions.

Delivered consultative solution selling, showcasing measurable business outcomes through ROI-driven engagements.

### **Technology Evangelism and Compliance-First Approach**

Advocated for the integration of AI-powered conversational interfaces, secure messaging platforms, and automated voice solutions to drive customer-centric digital strategies across industries.

Ensured all solutions adhered to industry-specific data security, privacy, and compliance requirements, aligned with evolving regulatory standards.

### **Sales Leadership, Cross-Functional Collaboration, and Team Enablement**

Led and mentored a dynamic sales team of 10 professionals, fostering a high-performance culture focused on solution selling, customer success, and continuous innovation.

Collaborated closely with Product, Marketing, and Customer Success teams to drive alignment on go-to-market strategies, value proposition development, and end-to-end customer lifecycle management. Provided strategic guidance on pipeline management, business analysis, digital transformation consulting, and key account expansion.

## **QUICKSELL & DOUBLETICK.IO ( APPORT SOFTWARE SOLUTION PVT LTD )**

SEPTEMBER 2022 - MARCH 2024

### **SENIOR SALES MANAGER**

#### **Business Development & Solution Consulting Specialist – SaaS | CPaaS | Cloud Solutions | Digital Transformation End-to-End Business Growth and Sales Strategy**

Across Industries Developed and executed data-driven business development strategies, acquiring and retaining SME and enterprise clients across sectors such as IT Services, E-commerce, Real Estate, BFSI, FMCG, and more.

Built and nurtured long-term strategic partnerships, driving revenue growth through cloud-based SaaS and CPaaS solution adoption.

#### **Consultative Solution Selling, Business Analysis, and Customization**

Specialized in consultative SaaS selling by delivering personalized product demonstrations and conducting detailed business analysis to tailor solutions for diverse operational needs including automation, CRM, ERP, customer engagement, and digital transformation.

Collaborated with cross-functional teams including Product, Technology, and Customer Success to develop scalable, industry-specific SaaS solutions that addressed client pain points and unlocked measurable business value.

#### **Pricing Strategy, Complex Negotiations, and Enterprise Deal Management**

Designed dynamic and competitive pricing models aligned with client ROI goals, managing high-value enterprise negotiations and successfully closing complex deals to maximize customer lifetime value (CLV).

#### **Client Onboarding, Adoption, Cross-Selling, and Upselling**

Led end-to-end client onboarding and enablement processes, ensuring rapid SaaS platform adoption and full realization of solution value across industries.

Developed and implemented strategic cross-sell and upsell initiatives, expanding solution adoption within existing accounts and boosting average revenue per client.

**Key Account Management and Customer Success Leadership** Managed high-value key accounts through proactive customer success strategies, building growth plans to enhance client engagement, brand visibility, loyalty, and retention.

Successfully scaled marquee clients by introducing AI-driven automation, cloud-native SaaS solutions, and data-driven strategies that transformed client operations and business outcomes.

**Digital Transformation Advocacy Across Sectors** Advocated for the adoption of AI, analytics, automation, and cloud technologies to drive digital transformation and competitive advantage across multiple verticals, including IT, E-commerce, Real Estate, BFSI, FMCG, Retail, and others.

Acted as a trusted advisor to enterprise and SME clients, ensuring SaaS solutions aligned with strategic business goals and industry best practices, securing long-term growth and partnership expansion.

## **AMPA ORTHODONTICS PVT LTD**

JUNE 2021 - AUGUST 2022

### **INSIDE SALES SPECIALIST**

1. Pursuing the daily goal and guaranteeing that the sales funnel is adjusted on a daily basis.

2. Analyzing the data using CRM salesforce.

3. Making 150+ calls daily and adhering to the company policy of 2 hours of talk time.

4. Managing a team of 15 individuals.

5. Striving to achieve the target while ensuring that each team member reaches their goal and meets expectations.

6. Collaborating closely with the Manager to project sales and achieve targets.

7. Conducting regular training and motivation sessions for the team members.

## **JOBJABS.COM**

JUNE 2018 - JUNE 2021

### **BUSINESS DEVELOPMENT MANAGER**

1. Managing Noida & Mumbai branch.

2. Servicing clients in AdTech, Edtech, AggroTech, FMCG, Hospitality, IT and BPOs.

3. Responsible for P/L for both offices.

4. New Client development and service delivery management.

5. Process Development and continuous improvement.

## **TECHNOCRAFT INDUSTRIES PVT LTD**

JUNE 2016 - JUNE 2018

### **PRODUCTION EXECUTIVE ENGINEER**

## **EDUCATION**

### **LOKMANYA TILAK COLLEGE OF ENGINEERING**

MAY 2012 - JUNE 2016

### **BACHELOR OF ENGINEERING: MECHANICAL**

GPA: 5.72

## **CERTIFICATIONS**

## **SKILLS**

Cloud Sales



SaaS Sales



CPaaS Sales



Enterprise Sales



B2B Sales



Client Relationship Management



AWS Cloud Services



Market Research and Analysis



Revenue Management



Consultative Sales



Lead Generation

