

SIDDHARTH JAISWAL

Business Development | Sales Leader

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SUMMARY

Strategic Academic Alliance & Sales Leader with 10+ years' experience driving EdTech adoption across India's top universities and colleges. Expert in consultative selling of Privacy Enhancing Technology courses and API platforms, forging C-level partnerships, and building high-impact academic programs. Proven ability to generate ₹1.1 Cr+ in first-year course revenues and onboard 40+ Tier-1 institutions through tailored demos, curriculum co-development, and API integration support. Adept at CRM-driven outreach, data-backed market insights, and cross-team collaboration to accelerate digital learning transformations.

EDUCATION

MBA

Eastern Institute For Integrated Learning In Management

Kolkata, India
04/2012 - 04/2014

B.Com

City College of Commerce and Business Administration

Kolkata, India
06/2008 - 06/2011

12TH

Sri Aurobindo Institute Of Education

Kolkata, India
06/2006 - 06/2008

10TH

Sri Aurobindo Institute Of Education

06/2004 - 06/2006

PROJECTS

Business Houses Assessment

06/2013 - 08/2013
Kolkata, India

External project focused on customer identification in Kolkata

- Assessment of business houses in and around Burrabazar
- Mapping and identifying potential customers in the Kolkata region

Subsidized Gas Cylinders Impact Study

02/2013 - 05/2013
Kolkata, India

Internal project regarding energy use and alternatives

- Understanding the impact of subsidized gas cylinders
- Study the alternative use of fuel in cooking

STRENGTHS

Sales & Business Development

Enterprise Sales, New-Logo Acquisition, Inside/Outside Sales, Channel & Franchise Development, Territory Turnaround

Strategic Planning & Execution

GTM Strategy, Deal Structuring, Pricing Strategy, Competitive Analysis, Forecasting & Pipeline Management

Market Intelligence

Industry Trend Analysis (BFSI, Healthcare, Education, Telecom), Market Research, SWOT Analysis, Solution Positioning

Digital & AI-Enabled Outreach

LinkedIn Sales Navigator, HubSpot/Salesforce CRM, Cold Calling, Email Sequencing, AI-Driven Lead Scoring & Automation

Cross-Functional Leadership

Team Hiring/Training, Cross-Team Collaboration (Product, Marketing, Delivery), Client Onboarding, Post-Sales Support

Client Engagement & Relationship Management

C-Level Prospecting (CIO, CTO, CISOs), Consultative Selling, Contract Negotiation, Account Management, Long-Term Retention

CERTIFICATION

Advanced AI Tools Workshop

[Growth School](#)

Microsoft Office Documentation Tools

[Microsoft](#)

Digital Marketing

[Google Digital Garage](#)

Project Management

[Microsoft Project Suite](#)

EXPERIENCE

Business Development Manager

Ziroh Labs Pvt Ltd

Bengaluru, India

06/2023 - 02/2025

Ziroh Labs offers Encryption-as-a-Service (EaaS) and AI-powered data security solutions for enterprise & academic customers.

- **Course & API Sales Leadership:** Secured 40+ Tier-1 university partnerships for PET certification courses and API integrations, driving ₹1.1 Cr in course revenue in Year 1.
- **Centre of Excellence (CoE) Establishment:** Launched PET & Fully Homomorphic Encryption (FHE) CoE in partner universities—leveraging existing computer labs to host hands-on FHE workshops and live API sandboxes. This CoE became the flagship USP in all proposals, accelerating buy-in from Deans and IT Directors.
- **End-to-End Deployment:** Managed deployment of Ziroh's mobile and desktop applications to 10,000+ stakeholders (students, faculty, and administrators), overseeing user-training, configuration, and support—achieving 95% adoption within the first month.
- **Custom Solution Demonstrations:** Delivered 60+ deep-dive workshops and live API proof-of-concepts to CISOs, CTOs, and Data-Science departments—achieving a 90% demo-to-pilot success rate.
- **Targeted Outreach & Pipeline Growth:** Orchestrated email/Sales Navigator campaigns and virtual roadshows—building a qualified pipeline of 150+ university prospects with 30% conversion.
- **Academic Events & Thought Leadership:** Represented Ziroh Labs at 10+ university conferences, guest lectures, and hackathons—positioning PET & FHE as cutting-edge curriculum enhancements.
- **Appraisal & Awards:** Awarded A1 for exceeding quarterly sales targets by 40% and driving highest adoption rate during product pivot.

Sales Manager - Inside & Outbound Sales

TalentEdge Education Ventures Pvt Ltd / upGrad

Pune, India

08/2022 - 04/2023

A leading provider of industry-relevant educational programs focused on skill development.

- **Institutional Sales Leadership:** Closed deals with 50+ universities/colleges for LMS adoption (virtual teaching, live classes, e-exams). Generated ₹35 L in ARR..
- **Digital Outreach & Lead Nurturing:** Implemented email and LinkedIn nurture campaigns that increased qualified leads by 30% in three months.
- **Consultative Selling & Client Onboarding:** Conducted 100+ demos & workshops with C-Level stakeholders. Achieved 25% uplift in client satisfaction scores through personalized support.
- **Cross-Team Coordination:** Collaborated with Product, Tech, and Academic teams to configure LMS features, reducing implementation time by 20%., **maintaining consistent follow-ups to ensure seamless implementation and client satisfaction.**
- **Performance Metrics:** Ranked top 5 among 15 BD managers nationwide for highest monthly bookings (₹10 L/month) and fastest deal cycle.

Sales Manager - Inside Sales

WhiteHat Junior / BYJU's Future School

Gurgaon, India

10/2020 - 05/2022

An online learning platform offering coding education for children and young learners.

- **Inside-Sales Pioneer:** Selected for AAV (Arts Animation & Video) launch team; made 120+ calls/day and closed 45 B2C subscriptions in 5 months. Awarded "Top Seller" 4 times.
- **Franchise Development:** Expanded Gurgaon territory by onboarding 20+ franchise partners. Negotiated lease, arranged POP materials, and ensured franchise readiness within 30 days on average.
- **Process Optimization:** Streamlined KYC and MOU sign-off processes, reducing turnaround time by 15%.
- **Hyper-Local Marketing Collaboration:** Co-designed targeted campaigns with the Marketing team, increasing lead flow by 25% in Tier 2/3 areas.
- **CRM & Data Management:** Maintained Salesforce/Zoho database; achieved 98% data accuracy, enabling precise forecast and territory coverage

Sales Manager

IndiaMART Intermesh Ltd

Kolkata, India

06/2017 - 05/2020

IndiaMART is India's largest B2B marketplace connecting manufacturers, suppliers, and buyers.

- **Territory & Team Leadership:** Hired, trained, and managed a team of 20+ Sales Executives. Achieved 90% retention and a 25% revenue uplift over three consecutive quarters.
- **Channel Partner Management:** Onboarded 50+ Manufacturers/Distributors to paid subscription packages, converting 35% more channel partner sign-ups by Q4 2019.
- **KPI-Driven Performance:** Monitored lead funnel, Hot Lead metrics, and conversion ratios daily; improved conversion by 15% through targeted coaching and incentive structures.
- **Customer Advocacy & Upsell:** Introduced upsell campaigns to existing channel partners, increasing average ARPU by 12%.
- **Branch Promotion & Recognition:** Promoted from Howrah (semi-urban) to Kolkata (urban) after delivering A1 ratings, 100% team target achievement, and < 5% attrition in Year 1.

Territory Sales Manager

Bharti Airtel Services Ltd

Durgapur, India

04/2016 - 05/2017

A leading telecommunications company providing mobile services.

- **Identify and pursue new B2B sales opportunities:** Targeting enterprises and SMBs needing telecom and ISP solutions to build a robust pipeline and drive order bookings
- **Engage CXOs and key decision-makers:** Delivering compelling pitches and solution demos to position telecom/ISP offerings as critical enablers of digital transformation and operational efficiency

EXPERIENCE

- **Build and leverage strategic partnerships:** Collaborating with telecom ecosystem players (e.g., ISPs, vendors) to create end-to-end B2B solutions and secure long-term contracts
- **Secured 15+ new B2B contracts for telecom and ISP solutions:** Onboarding enterprises and SMBs with tailored connectivity offerings (e.g., broadband, MPLS), contributing to a 20% increase in regional sales pipeline.
- **Boosted market presence by 25% through strategic sales initiatives:** Positioning VoIP and ISP services with key industry verticals, resulting in expanded reach and higher engagement with decision-makers

Channel Sales Manager

TATA Teleservices Ltd

Lucknow, India

04/2014 - 04/2016

Telecommunications company providing a wide range of services related to IT/ITES

- **Drive B2B sales growth for telecom and ISP solutions:** Identify and pursue new business opportunities with enterprises, SMBs, and industry verticals needing robust connectivity and internet services.
- **Develop and execute strategic sales initiatives:** Promoting telecom offerings (e.g., broadband, MPLS, VoIP) and ISP solutions to expand market presence and build a strong B2B pipeline in the region.
- **Engage key decision-makers at target organizations:** Delivering tailored pitches and solution demonstrations to highlight the business value of telecom/ISP services for digital transformation and operational efficiency.
- **Forge and nurture relationships with B2B clients and telecom partners:** Leveraging industry connections to position end-to-end connectivity solutions and secure long-term contracts.
- **Grew the B2B sales pipeline by 25%, securing 15+ new enterprise** and SMB clients for telecom solutions (e.g., MPLS, broadband), driving order bookings, and expanding market reach.
- **Increased revenue by 20% in emerging markets,** executing strategic sales plans that positioned next-gen services (e.g., cloud, IoT) as key drivers of digital transformation for B2B clients

KEY ACHIEVEMENTS

- **₹1.1 Cr in HEI Revenue (Year 1) | \$150 K+ USD SMB/Enterprise Revenue (Year 2)**
 - Launched Ziroh Labs' EaaS & AI cybersecurity platforms; acquired 40+ Tier 1 universities across India in 12 months.
 - Expanded into SMB/enterprise segment (India, US) and closed high-value contracts worth \$150 K+ in Year 2.
- **Territory Turnaround (Airtel & TATA)**
 - Converted an underperforming Airtel territory (Durgapur), EBITDA-negative for years, into a 20% revenue boost in 14 months by restructuring distribution channels and optimizing partner ROI.
 - Achieved a 20% improvement in customer satisfaction scores and a 25% increase in active prepaid outlets through targeted market interventions
- **50+ Institutional Onboards (upGrad/TalentEdge)**
 - Spearheaded LMS sales to 50+ universities/colleges in Pune; increased platform adoption by 30% and improved client satisfaction by 25%.
- **A1-Rated Performer (Indiamart & Ziroh Labs)**
 - Promoted twice at Indiamart within 12 months (semi-urban Howrah → urban Kolkata), consistently meeting team targets with < 5% attrition.
 - Earned A1 appraisal at Ziroh Labs for highest quarterly bookings and fastest sales ramp-up during product pivot.
- **Best Seller (BYJU's FutureSchool / WhiteHat Junior)**
 - Inducted into pioneer AAV-course inside-sales team; awarded "Top Seller" 4 times in 5 months.
 - Closed 20+ franchise partnerships in Gurgaon region, reducing KYC turnaround by 15% via process optimization.

TECHNICAL & SALES TOOLS

- **CRM Platforms:** HubSpot, Salesforce, Zoho CRM, Microsoft Dynamics 365
- **Sales Outreach:** LinkedIn Sales Navigator, Apollo.io, SalesLoft, Outreach.io
- **AI & Automation:** ChatGPT, Zapier, CRM Automations (Lead Scoring, Email Sequences)
- **Collaboration:** Microsoft Office 365 (Teams, Excel, PowerPoint), Google Workspace
- **Market Intelligence:** ZoomInfo, Similar Web, Gartner Reports

PROFESSIONAL AFFILIATIONS & ACTIVITIES

- Member, National Association of Sales Professionals (NASP)
- Active participant in Bengaluru Sales & Marketing Meetup groups
- Volunteer mentor, Startup Weekend Bengaluru

KEY ACHIEVEMENTS

Sales and Business Development

Identified and converted new leads across diverse markets (India, US, and Australia) through various outreach methods, driving revenue growth and market expansion.

Customer and Market Insights

Analyzed customer feedback and market intelligence to identify trends, improve customer satisfaction, and refine strategies for competitive advantage.

Major Account Acquisition

Closed deals with over 300 businesses annually, including a major account with Rupa’s Co., expanding their digital footprint

Strategic Planning and Execution

Developed and implemented sales strategies tailored to market demographics, improving sales funnel efficiency and ensuring brand visibility through effective merchandising campaigns.

Product Diversification

Successfully diversified Ziroh Labs' product portfolio, unlocking new revenue streams.

Channel and Partner Management

Built and maintained strong relationships with channel partners, ensuring their engagement, retention, and alignment with company goals to boost sales productivity and ROI

LANGUAGES

English (Proficient)	Hindi (Native)	Bengali (Native)
Kannada (Intermediate)	Marathi (Intermediate)	

SKILLS

Business Development, Technology Sales, CRM Sales, Encryption as a Service, Software as a Service, End to End Sales, SaaS, Inside Sales, B2B Sales, Channel Sales, Negotiation Skills, ChatGPT, Lead Generation, Team Handling, Pipeline Management, Territory Management, Presentation Skills, Performance Management, Building Relationships, Managing Profitability, Problem-solving Ability, Enterprise Sales Manager, LMS Sales, B2C Sales, Institutional Sales, Educational Sales, Concept Selling, Business Development Manager, DeepSeeK, Sales Planning, Strategic Planning, Market Research, Digital Marketing, AI Tools, Cold Calling, Leveraging AI for Business Tasks, and AI Automation Proficiency.

TRAINING / COURSES

Advanced AI Tools Workshop

Workshop covering advanced AI tools

MY TIME

(1) 40% - Driving Sales and Business Growth (2) 25% - Building Relationships (3) 15% - Team Leadership and Training (4) 10% - Strategic Market Analysis (5) 5% - Continuous Learning (6) 5% - Personal Growth and Relaxation