

NIKHIL

BAJIKAR

EVANGELIST -

ENTERPRISE

SOFTWARE

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Accomplished Senior Business Development Professional offering 13+ years of Enterprise Sales Experience in the IT industry in International Markets. Nikhil is self-motivated, and has consistently produced sustained business & revenue growth in changing markets. Being tactful & articulate in driving vision and overcoming complex business challenges Nikhil is proficient in identifying business opportunities & adopt emerging trends to address industry requirements to achieve organizational objectives and profitability norms. Nikhil is keen to pursue a Sales Leadership role & drive optimum gains in revenue, market share and profit performance.

Skills

Mike Myers “Sanders” Training Basic + Advanced Level

John Costigan Sales Training Basic + Advanced Level

Dale Carnegie Training - Consultative Selling for Breakthrough Results

MS Office 2000, Unix Programming, Programming logic & techniques, RDBMS, Sybase, SQL, C++ programming, Software engineering, SEI CMM & ISO Concepts, Visual Studios, Visual C++ Programming (Win 32 Programming, MS Foundation Classes), Windows NT, TCP/IP, IIS, Internet programming using HTML & Visual J++, Visual Basic Programming, Windows operating Systems & Service architecture, Software Quality Assurance, Personal Quality, Management, DB-Library, Client- Server Application Development, Object Oriented Programming, Multimedia & Application Development. Developed Software Projects in Visual Basic & Access for Inventory, Payroll for Vikrant Automobiles Pvt. Ltd.

Digital Marketing Skills : SEO, Social Media, Content Writing, Shopping Advertising, Video Advertising, Mobile Advertising, Analytics, Adwords Search & Display, Website Structuring, Google Webmaster, Local SEO, Google Adwords, Search & Display Advertising, Facebook & Instagram Ads, LinkedIn Marketing, Conversion Optimizer, Remarketing & Conversion, Twitter Marketing, Youtube Ads and Youtube SEO, Lead Generation for business, Email Marketing, Google Tag Manager, GoogleAdSense, Affiliate Marketing, Online Reputation Management, App store Optimization, SMS Marketing, Whatsapp Marketing, Mobile App creation, Media Buying and PR, Growth Hacking, Freelancing Projects, Monetisation etc

Education

Cardiff University, United Kingdom
MBA Software Consulting 2004

University Of Pune
BA English Lit 2001

National Institute Of Information Technology
Graduate in Software Engineering(GNIIT) Information Technology 2001

School Of Digital Marketing
Currently pursuing Digital Marketing Expert certification covering the entire spectrum of Digital Sales & Marketing

Employment

Sales Consulting

Independent Sales Consultant

Jan. 2017 to Oct. 2018

Take up assignment to assist sales team to consistently deliver and at the same time sharpen my individual sales leadership, mentoring and sales coaching skills..

Duties:

Responsibilities included but not restricted to:

Expert liaising between companies and their clients. Promoting products and services, building relationships with customers, attending sales meetings, solving customer issues, developing marketing strategies, and scheduling appointments. Developed assets such as the ability to coach client salesforce, self-motivation, customer focus, time management, computer competences, negotiation skills, and innovation. Assisted in the development of marketing material/brochures to convey product concepts to diverse customers groups. Counselling clients and performed needs analysis as required to address and identify customer needs. Innovate strategies for optimum return on investment.

MarketsandMarkets

Senior Manager - Business Development

Mar. 2015 to Nov. 2016

Direct Sales: Syndicated & Consulting Research Solutions

Duties:

Handle end-to-end sales by conversion of pre-generated leads across multiple continents including NA, Europe, and APAC. Strategize to build the brand and acquire clients across multiple industries for research and consulting services. By providing analytics solutions that include data integration and transformation tools and support best-in-class data modeling and data analysis techniques, offer analytics services that help sales and marketing managers identify new opportunities for revenue generation, and also in reducing operational costs, decide on go-to-market strategy, launch a product etc. Being tactful & articulate in driving vision and overcoming complex business challenges I have been proficient in identifying business opportunities & adopt emerging trends to address industry requirements to achieve organizational objectives and profitability norms through consultative selling. Being the trusted advisor add value in selling the research solution to CXO's in the NA, Europe & APAC. Responsible for hunting new accounts as well as farming existing accounts to overlook client requirements. Maximize revenues from the same accounts by delivering the most expected content, and cross selling and up selling. Assist in developing proposals/business case/presentations RFP's, RFQ's to the clients, Customizing content in terms of market research report/titles aptly suiting the needs of the clients. Build a value proposition and convey the same to the client accurately. Carry individual revenue quotas and over achieve the same month on month.

[24]7

Sales & Marketing Manager

Dec. 2013 to Feb. 2015

Direct Sales: [24] 7 Technology products, EMEA & NA territory, Inside Sales supporting the EMEA & NA Field team

Duties:

Perform outbound tele-calling to set first level meeting for target accounts and turn these calls into sales opportunities. Diagnose the prospect's business issues; understand the prospects' infrastructure, procurement process and budgets. Help Sales Executives with follow up meetings and actions Act as the first line of communication between [24]7 and "warm" customer leads that come into [24]7 as a result of [24]7 marketing activity. Qualify high-value, high-priority inbound leads from [24] 7 marketing programs. Develop a pipeline of "Qualified Sales Opportunities" for the field sales force.

Oracle Corporation

Technology Account Manager

Nov. 2008 to Feb. 2013

Direct Sales – Oracle Technology & Middleware product portfolio, Enterprise Software Sales, North America Market

Duties:

- Responsible for developing and maintaining commercially productive relationships with both new and old clients.
- Also in charge of identifying every sales lead and of making the most out of every opportunity to increase revenue and profitability.

Lead Generation to Closure. Carried a revenue quota of 2 mil USD / annum Product Consulting Account Management, Enterprise & Emerging Accounts (Fortune 500 Companies) Strategic Planning & Business Development Recognition: Member of the Oracle Think Tank team, a Forum for Middleware Entrepreneurship Member of the First Oracle Sales Team for Middleware Consistently overachieved Sales targets, quarter on quarter Mentored 4 individuals on Sales & Product knowledge, year on year An IC 3 Grade at Oracle, one of the few high ranked individuals in Oracle Business Dev Team

Cognizant (Trizetto) Corporation

Business Development Manager

Dec. 2005 to June 2007

Direct Sales – Claims Adjudication Systems, North America Market

Product Consulting. Account Management, Enterprise & Emerging Accounts (Fortune 500 Companies)

Worked with Trizetto, a US Healthcare Service Provider Company, working with numerous TPA's, PPO's & Health Plans, thereby servicing the entire US market in Healthcare/ Insurance. Trizetto offers both Onshore & Offshore services to the US Insurance Companies. Job involves coordinating with the US C-level decision-making authorities in promoting Trizetto & selling Claims Administration services to the entire North US Market. Strong fundamentals in Healthcare Insurance in the US, Excellent Communicational skills & hard sales skills have been of primary importance in this job role. Internet research / RFP / RFI building a key part of the job profile.

Ventura UK

Product Manager

Oct. 2002 to Sept. 2004

Worked Part Time within the United Kingdom, while pursuing my Masters in the Business Administration. Duties involved: Responsibility for providing the sales team with the necessary technical expertise to enable them to sell the product. This involved printed and electronic promotional material, product training, and relevant clinical papers. Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors products. This was in the UK Market. Design market research projects to assess customer attitudes to the current product range and new product introductions. Either conduct this research with in-house staff or manage an outside agency ie initial identification of suitable partner, definition of responsibilities, communication plan, divisions of responsibility, milestones, contract with company, review transcripts and reports, and recommend action plans from the research.

Botree Software

Product Manager

June 2000 to Aug. 2002

Marketing & Implementation of Software Inventory Package (Delphi) to clients such as Nestle, Johnston & Johnston, ITC, and Walls Greetings etc. Work involved training & implementation for staff at various client locations on the product and delivering training on product. This was for India Market. This job profile enabled me to understand & interact with the entire supply chain cycle, from manufacturers to the end user & thereby identify the need & of seamless transmission of Information & Information Technology in specific areas across the chain.