



# Kruparth Thumar

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## Objective

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Dedicated Business Development professional with nearly 6+ years of experience into generating leads. Adept at developing effective marketing material networking with business decision makers and turning business prospects into buying customers. Innovative thinker who detects more efficient ways of growing company assets by recommending new products, revolutionizing current product offerings, and testing new market approaches.

## Work experience

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### **NeoSOFT Technologies**

**March 2021 - Present**

#### **Sr. Business Development Executive**

- Develop new business and long-term account opportunities through prospecting and outbound activities.
- Develop, coordinate, and implement marketing plans designed to maintain and increase existing business and capture new opportunities.
- Develop sales presentations, conduct seminars, and participate in meetings with clients and external vendors.
- Complete RFP's and proposals, follow up on submissions and close business.
- Be aware of organizational growth initiatives regarding market and target customer segments, and the company's potential to meet customer needs.

### **Softweb Solutions**

**February 2016 – February 2021**

#### **Business Development Executive**

Consulting in technologies like AI, Machine Learning, IoT, Data Science, Enterprise Mobility, Azure & AWS...

Trending Technologies such as HoloLens, Wearables, AR/VR

- Account Management
- Client Communication
- Negotiating
- Requirement gathering
- Coordinating with technical team
- Closing the deal

- Cultivating relationships with potential clients via business development opportunities such as sales and marketing calls and external meetings.
- Maintaining relationships with existing clients.
- Utilizing marketing platforms and social media to advertise and promote company services.
- Producing sales and marketing reports and delivering findings to the Board of Directors - including number of enquiries, sales revenue, and profitability.

- Ability to establish priorities, work independently and proceed with objectives without supervision.
- Manage everyday work activities and informed supervisor appropriately.
- Coordinate with team members and ensure achievement of all team objectives and goals.

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## **Education**

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## **Key Skills**

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|------------------------------------|---|
| • Proficient communications skills | • Performance Improvement                                   |
| • Team leader                      | • <b>CRM:</b> <i>Salesforce, Sugar</i>                      |
| • Budgeting and costing analysis   | • <b>Marketing Automation Tools:</b> <i>Marketo, Pardot</i> |
| • Administrative & Problem solving | • Account Management  |
| • Rendering effective service      | • Lead Qualification  |
| • Client relation management       | • Preparing and executing campaigns                         |
| • Build marketing strategies       | • Webinar   |
| • New Business development         | • MS Office   |
| • Market & Positioning Strategy    |   |

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## **Personal Snippets**

- Nationality : Indian
- Date of Birth : 31st December, 1990
- Languages Known : English, Hindi, Gujarati
- Martial Status : Married