

Contact

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Top Skills

LinkedIn Sales Navigator

Sales

Advertising

Certifications

Google Ads - Measurement Certification

Google Ads Search Certification

LinkedIn Marketing Solutions Fundamentals

SEO

SEO II

Sarvanu Banerjee

Business Development Consultant

Hooghly, West Bengal, India

Summary

I am a seasoned Business Development Consultant with a track record of helping businesses grow and thrive. With experience across various roles in strategy development, market research, and operational optimization, I specialize in identifying new opportunities and creating actionable plans that drive results. I collaborate closely with senior management teams, leveraging data-driven insights to refine strategies and achieve long-term goals. Whether you're looking to expand your market presence or optimize your operations, I'm here to help you navigate the complexities of business development.

Connect with me to explore how we can work together to elevate your business.

Experience

Self.

Business Development Consultant

January 2021 - Present (4 years 1 month)

India

I specialize in driving growth through data-driven strategies and market insights. My expertise lies in identifying new opportunities, optimizing business processes, and implementing actionable plans that align with long-term goals. I work closely with senior management, sales, and marketing teams to ensure that every strategy is tailored to the unique needs of the business.

Key Responsibilities:

Market Research and Opportunity Identification

Conduct in-depth market research to identify new business opportunities and potential clients.

Analyze industry trends and competitor strategies to develop actionable insights.

Evaluate market demands and align solutions to meet client needs effectively.

Client Relationship Management

Build and maintain strong relationships with current and prospective clients. Act as a trusted advisor by understanding client challenges and recommending tailored solutions.

Ensure high client satisfaction by delivering quality service and addressing concerns promptly.

Sales and Lead Generation

Develop and execute sales strategies to achieve revenue targets.

Identify, qualify, and convert leads into long-term business relationships.

Prepare and deliver persuasive presentations, proposals, and negotiations to close deals.

Strategic Planning and Execution

Collaborate with cross-functional teams to develop and implement business strategies.

Provide detailed sales forecasts and contribute to the strategic planning process.

Evaluate business performance metrics and suggest improvements.

Partnerships and Alliances

Identify and establish partnerships that align with organizational objectives.

Negotiate and manage agreements with partners to foster mutual growth.

Represent the organization at networking events and industry forums to build brand credibility.

TimD - Tim Digital

Business Development Consultant

June 2024 - Present (8 months)

Kolkata, West Bengal, India

Advise clients on strategies and execution. I work directly with senior management teams and Owners to review, revise, and restructure a company's operations and product offerings. Implement new efforts that further a company's long-term goals. Responsible for driving business growth, managing operations, and forging strategic alliances. This role combines visionary planning with hands-on execution to ensure organizational success. The ideal candidate will have extensive experience in marketing, digital strategies, operations management, and building meaningful partnerships.

Key Responsibilities:

Business Development

Develop and implement growth strategies to achieve revenue targets.

Identify and pursue new market opportunities to expand the business portfolio.

Foster strong relationships with key clients and stakeholders.

Analyze market trends and competitor activities to identify growth areas.

Operations Management

Oversee daily business operations to ensure efficiency and productivity.

Develop and monitor operational budgets, ensuring cost-effectiveness.

Implement process improvements to streamline workflows and maximize output.

Manage cross-functional teams to achieve operational objectives.

Strategic Alliances

Establish and nurture partnerships with industry leaders and vendors.

Negotiate and manage contracts to benefit the organization.

Collaborate with partners to co-create innovative solutions and services.

Represent the organization at key industry events and forums.

Leadership and Team Management

Lead and mentor a high-performing team, fostering a culture of innovation and excellence.

Set and monitor performance goals to align with company objectives.

Provide strategic direction and communicate effectively with stakeholders.

Idealcore Solution LLP

3 years 6 months

Business Development Consultant

August 2024 - Present (6 months)

Delhi, India

Helps businesses grow and expand by identifying new opportunities, developing strategies, and creating action plans. They work with company executives, sales teams, and marketing departments to analyze a company's finances, processes, contracts, and market trends. They also consider what competitors are doing and what's happening in the industry.

Operation Research (Business Development)

February 2023 - August 2024 (1 year 7 months)

Delhi, India

Key Responsibilities:

Data Analysis and Modeling: Utilize advanced analytics techniques and mathematical models to analyze complex business problems and extract actionable insights.

Market Research: Conduct in-depth market research and competitive analysis to identify trends, opportunities, and threats that can inform business strategy.

Optimization: Develop optimization models to improve resource allocation, pricing strategies, and operational efficiency.

Forecasting: Create predictive models to forecast business outcomes, sales projections, and customer behavior.

Decision Support: Provide decision support by translating data findings into clear and actionable recommendations for the business development team.

Business Strategy: Collaborate with business development teams to develop and refine strategic plans based on data-driven insights.

Performance Metrics: Define and monitor key performance indicators (KPIs) to measure the success of business development initiatives and recommend adjustments as needed.

Reporting: Prepare and deliver regular reports and presentations to communicate findings and recommendations to stakeholders.

Cross-Functional Collaboration: Work closely with colleagues in Sales, Marketing, Product Development, and Finance to align business strategies with data-driven insights.

Continuous Learning: Stay up-to-date with industry trends, emerging technologies, and best practices in operations research and business development.

Business Development Manager

August 2021 - September 2023 (2 years 2 months)

Delhi, India

Develop a network of contacts to attract new clients, research new market opportunities and oversee growth projects, making sales projections and forecasting revenue, in line with projected income.

Self-employed

Business Development Manager

August 2021 - September 2023 (2 years 2 months)

Delhi, India

Develop a network of contacts to attract new clients, research new market opportunities and oversee growth projects, making sales projections and forecasting revenue, in line with projected income.

Education

Netaji Subhash Open University, Kolkata

Bachelor of Science - BS, Mathematics · (May 2016 - December 2019)