

Apurv Verma

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Summary

High-impact Business Development Executive with a track record of delivering exceptional results. Generated a substantial **revenue of 85 Lakhs at VIR Softech**, exceeding targets through effective client acquisition and strategic relationship management. Adept at driving revenue growth and building lasting customer connections. Ready to bring this proven success to elevate your sales team.

Professional Experience



Business Development Manager – VIR Softech

04/2022 – Present (2 years)

- Led end-to-end client acquisition process, closed **200+ clients**, including major government bodies such as the **Ministry of Defence, Ministry of Culture, and NCC**, generating a substantial revenue of **85 Lakhs**. Oversaw the entire process from initial outreach to product deployment, demonstrating end-to-end ownership and effectiveness in navigating complex commercial negotiations.
- Excelled in a fast-paced startup environment, adeptly **wearing multiple hats**, including software support, product deployment, project management, and lead generation. These versatile contributions directly improved sales, customer relations, and overall satisfaction, reflecting adaptability and a hands-on approach.
- Initiated, planned, and executed the **UNSAT examination** evaluation for **Unacademy**. Oversaw the **PAN India distribution of OMR sheets**, ensuring seamless collection, processing, and data extraction. This strategic move generated a significant revenue of **20 lakhs within just three weeks**.
- Managed the execution of the **Parakh exam for the District Institute of Education and Training across Mandi, Hamirpur, and Chamba**. Successfully planned and led a team of 6 professionals, resolving ground-level challenges to deliver extracted data within the committed timeframe. This effort resulted in revenue of **8 Lakhs in just one week**.
- Initiated efforts to boost recurring revenue by **increasing the purchase of Annual Maintenance Contracts (AMC)**. Contacted existing clients with less than three months of remaining AMC and successfully renewed them, contributing to a remarkable **27% increase in AMC adoption**.



Sales Intern – Magnik India

07/2021 – 08/2021 (2 months)

- Managed daily sales activities and kept a close eye on market trends to help boost growth. Built connections with current clients and actively looked for new business opportunities.

Education

BBA 2016–19

I.T.S. College Mohan Nagar
Ghaziabad

MBA (Marketing & IT) 2020–22

CGPA: 8.04

Amity University (Noida Campus)

Training / Courses

Sales Training: Practical Sales Techniques [Udemy]

Successful Negotiation: Master Your Negotiating Skills [Udemy]

Skills

Prospecting

Lead Generation

Closing Deals

Relationship Building

Negotiation

Collaboration

Team Management

Tools & Technologies

MS Office

Govt. E-Marketplace

IndiaMart

Python

Power BI