



NEERJA WADHWA

Sales and Client Relationship Specialist

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Dynamic and results-driven Sales and Client Relationship Specialist with over 18 years of comprehensive experience in Sales, Customer Service, Operations, and Event Management. Seeking a **Business Head** position focusing on leading sales and driving organizational growth. Eager to leverage my extensive background in strategic sales management, operational efficiency, and team leadership to spearhead transformative initiatives, achieve ambitious business objectives, and deliver enduring value to stakeholders.

Professional Summary

- Expert in crafting and implementing high-impact sales strategies that drive substantial revenue growth and expansion, supported by in-depth market research and competitive analysis.
- Proven success in leading and mentoring sales teams across multiple regions, boosting performance through targeted training, efficiency enhancements, and cultural alignment.
- Skilled at analyzing market trends and competitor activities to refine sales strategies, optimize product portfolios, and seize emerging opportunities.
- Demonstrated excellence in securing high-value clients and building long-term partnerships through effective negotiation and CXO-level relationship management.
- Innovative in developing tailored solutions that address customer needs, enhance satisfaction, and increase retention through proactive problem-solving.
- Adept at consistently meeting or exceeding sales targets while delivering a superior customer experience in fast-paced and dynamic environments.
- Proven ability to drive corporate performance through innovative sales solutions and effective team management, leading to significant revenue growth and increased market share.
- Expertise in navigating complex market dynamics to achieve sales targets and business objectives, ensuring an industry competitive edge.
- Effective at fostering a high-energy, collaborative work environment, supporting team performance with a forward-thinking and innovative approach

Career Timeline

Feb 2022 - Present	Sr. Director Sales FarEye Technology
Nov 2017 - Feb 2022	Sales Lead RoundGlass - CROSS
Apr 2016 - Jun 2017	Sr. Key Account Manager Practo
Jul 2012 - Jun 2013	Business Manager 24x7 learning Pvt. Ltd.
Jun 2006 - May 2007	Business Manager Nipuna Services Ltd.
Dec 2005 - Jun 2006	Manager - Events Accor Group - HICC
Nov 2004 - Dec 2005	Business Manager Polysoft Technologies Pvt. Ltd.
Dec 2002 - Aug 2004	Head Operations Ebix India Pvt. Ltd. (BPO)
Oct 1998 - Nov 2002	Asst. Manager - Marketing and PR Gillette India Ltd. (JV)

Work Experience

Soft Skills

- Communication
- Teamwork
- Leadership
- Problem-solving
- Sound Decision Maker
- Strategic Issue Resolver
- Goal-Oriented

Core Competencies

- Market Trend Analysis
- SLA Adherence
- Client Acquisition and Retention
- Revenue Generation
- Business Development
- Feedback Analysis and Implementation
- B2B Marketing
- CRM
- Market Research

Education

- Post-Graduation Diploma in Business Management**
Amity Business School, Noida
2004
- B Com.**
Jain College, Rajasthan
1992 - 1995

Languages

- Hindi
- English
- Punjabi

Achievements

- Awarded the title of Mrs. India International 2017**, recognizing exceptional accomplishments and distinguished presence on an international stage.

Feb 2022 - Present

Sr. Director Sales **FarEye Technology (Bangalore)**

Championed professional development within the sales department, empowering team members to achieve top performance and career growth.

- Drove strategic sales initiatives that increased revenue within the APAC and MEA regions, successfully closing high-value accounts and expanding market share.
- Spearheaded inside sales initiatives, focusing on enterprise account management and securing strategic accounts that enhanced the company's market presence and profitability.
- Directed lead generation efforts, successfully sourcing and qualifying high-potential enterprise leads. This resulted in a dynamic sales pipeline and a consistent growth trajectory.
- Implemented advanced tools and methodologies for lead generation and qualification, significantly improving account acquisition processes and enhancing overall sales efficiency.
- Ensured the seamless handover of well-vetted leads to the sales team, facilitating effective engagement and successful closures.
- Led negotiations for high-value accounts, utilizing meticulous account management to foster long-term relationships and drive substantial revenue.
- Managed sales across various sectors, including Retail, Fashion, and Career Expertise, specifically within the Middle East, Africa, and Asia Pacific regions.
- Directed and mentored a team of 10 Sales Managers, providing strategic guidance and support to enhance team performance and achieve ambitious sales targets.

Nov 2017 - Feb 2022

Sales Lead **RoundGlass - CROSS (Bangalore)**

Orchestrated comprehensive sales strategies that targeted key players in the wellness sector, driving market expansion and competitive advantage.

- Secured substantial client acquisition, contributing 90% to the vertical's overall sales performance.
- Established and achieved ambitious sales targets by accurately forecasting and setting annual quotas for multiple regions.
- Orchestrated the transformation of key accounts, driving unprecedented revenue growth.
- Directed and mentored a team of 15, enhancing performance and fostering professional development.
- Optimized revenue streams through strategic upselling to existing clients, significantly increasing account value.
- Built and led high-performing business teams across South, West, and North India, improving sales efficiency.
- Earned recognition from partners for implementing transformative cultural changes, significantly boosting operational efficiency within accounts.
- Conducted detailed pipeline and lead data analysis, delivering actionable insights on demand generation, conversion rates, and market trends.
- Ensured superior client service by collaborating with internal teams to resolve critical issues effectively.
- Fostered a culture of continuous improvement by working closely with sales and marketing teams to align strategies.
- Oversaw comprehensive business operations with full P&L accountability, developing strategic plans and exploring new market opportunities.
- Developed annual unit and gross-profit plans by executing targeted marketing strategies and analyzing market trends.
- Forecasted and set annual sales quotas for diverse regions, projecting anticipated sales volumes to drive growth.

Achievements:

- Played a key role in catalyzing exceptional revenue growth for the inaugural account at RoundGlass - CROSS.

Apr 2016 - Jun 2017

Sr. Key Account Manager **Practo (Bangalore)**

Fostered long-term partnerships with major clients, consistently exceeding their expectations to drive loyalty and client retention.

- Developed effective sales and account management strategies, leading to the identification of market potential and the generation of high-quality leads in healthcare analytics.

- Engaged with CXO-level executives, building strong relationships with key decision-makers and facilitating smooth negotiations that resulted in successful deal closures.
- Supported management decisions to optimize profitability across short, medium, and long-term strategies, refining sales processes to enhance team performance.
- Utilized strong negotiation and influencing skills to expand business with existing clients by successfully cross-selling multiple B2B products, driving significant revenue growth.
- Fostered strategic relationships with key decision-makers in target organizations, effectively advancing business development efforts.
- Drove revenue growth by cross-selling diverse B2B products, successfully expanding business opportunities with existing clients.
- Conducted market analysis to identify potential, assess trends, and understand the competitive landscape, generating high-value leads contributing to overall sales performance.

Achievements:

- Managed Account Analysis within the healthcare sector, focusing on hospital technology utilization and operational metrics.
- Conducted In-Depth Evaluations of outpatient services and hospital technological applications to derive actionable insights.
- Performed Comprehensive Industry Analysis to assess and enhance technology integration and service delivery in healthcare settings.

Jul 2012 - Jun 2013

Business Manager

24x7 learning Pvt. Ltd. (Bangalore)

Administered daily business operations to foster a streamlined and efficient organizational framework.

- Generated significant business from B2B and B2C leads, converting them into actionable opportunities contributing to revenue growth.
- Managed client solutions and concept selling while overseeing the sales team's activities, driving effective collaboration and performance.
- Developed and implemented robust sales systems to ensure timely execution of directives while conducting thorough market research to analyze trends and competitors, enhancing strategic decision-making.

Jun 2006 - May 2007

Business Manager

Nipuna Services Ltd. (Hyderabad)

Orchestrated marketing strategies that distinguished the brand and penetrated emerging market segments.

- Managed operations for the CEO's office, ensuring seamless internal and external communication that supported business development and enhanced client engagement.
- Led impactful business meetings and presentations with senior management to align sales strategies with overall business objectives, driving revenue growth.
- Served as the primary point of contact during the CEO's absence, producing concise reports on business performance, market trends, and operational insights to inform decision-making.
- Implemented efficient processes and systems to optimize the functioning of the CEO's office, facilitating improved collaboration and responsiveness to sales opportunities.

Dec 2005 - Jun 2006

Manager - Events

Accor Group - HICC (Hyderabad)

Overlooked the successful planning and execution of various events, including corporate meetings, conferences, and social gatherings, ensuring exceptional client satisfaction and operational excellence.

- Managed pre-event planning, including coordinating guest speakers and sponsorships, leading to successful marketing events that drove engagement and revenue.
- Developed bespoke event planning and execution for major international gatherings in India, collaborating with organizers, designers, and vendors to enhance client offerings and boost sales.
- Handled client inquiries and resolved issues efficiently to ensure smooth event execution, leading to high levels of client satisfaction and repeat business.

- Identified new client and event opportunities, maintaining a strategic event calendar that supported long-term sales planning and growth.
- Coordinated with industry organizations such as ICPB, Indian Tourism, and ICCA to establish partnerships that expanded market reach and enhanced event offerings.
- Defined client requirements and developed comprehensive proposals that included timelines, venues, suppliers, staffing, and budgets, successfully negotiating contracts that maximized profitability.
- Acknowledged for successfully managing events over the past three weeks, demonstrating effective handling and execution of high-profile gatherings.

Nov 2004 - Dec 2005

Business Manager **Polysoft Technologies Pvt. Ltd. (Hyderabad)**

Formulated and executed strategic initiatives to drive business growth and financial success while championing process enhancements and organizational innovation.

- Assisted the Director with business performance analysis by creating MIS dashboards, metrics, reports, and presentations.
- Served as the single point of contact for coordination with all units and offshore/on-site offices.
- Executed strategic business development initiatives, including designing revenue roadmaps and analytical frameworks, and managed travel arrangements.

Dec 2002 - Aug 2004

Head Operations **Ebix India Pvt. Ltd. (BPO) (New Delhi)**

Steered end-to-end operations management to ensure the delivery of top-notch customer service, aligning with corporate objectives.

- Developed comprehensive MIS dashboards for key performance measures, including trend and variance analysis, and oversaw decision implementation.
- Organized review meetings, engaged with all organizational levels, identified issues and ensured timely resolution.
- Contributed to daily core team reviews, addressing organizational growth and management issues, and led process management.
- Set and prioritized objectives for India operations, ensuring alignment with company goals, managing daily operations, and developing staffing and training plans.
- Productively transitioned new processes and customers smoothly and effectively.
- Successfully implemented and executed ISO 9001 standards for BPO operations.

Achievements:

Led Operations for a large-scale BPO with a workforce of 3,000 employees, overseeing all operational activities.

Oct 1998 - Nov 2002

Asst. Manager - Marketing and PR **Gillette India Ltd. (JV) (New Delhi)**

Devised engaging marketing materials while implementing tracking systems to monitor campaign performance.

- Expanded business opportunities within designated client portfolios, consistently surpassing sales targets.
- Spearheaded sales promotion initiatives to elevate Parker's status as a premium brand.
- Directed public relations efforts through strategic collaboration with the PR agency.