

# RICHA SINGH

## Business Development



New Delhi, India

+91-9958955008

[richasingh25@gmail.com](mailto:richasingh25@gmail.com)

[linkedin.com/in/richa-singh](https://www.linkedin.com/in/richa-singh)

**Nationality:** Indian

## Summary

Highly engaged and result oriented sales professional with 9 years of marketing experience in Education & IT domain and 6 years of client facing experience in product development and project management. Persistent track record of meeting and exceeding targets. Dynamic and motivated professional who builds productive, long-term relationships with customers, directly and through high-performance teams. Efficient communicator, problem solver

## Key Skills

- ☐ Business Development
- ☐ Account Management
- ☐ Networking Skills
- ☐ Relationship Building
- ☐ Sales Strategy
- ☐ Cross Functional Collaboration
- ☐ Business Commercials
- ☐ Negotiation Techniques
- ☐ IT Product Development
- ☐ Product Innovation

## Work experience

Sep 2014 – **Senior Business Development Manager**

Present *MBD Group, New Delhi, India*

*Reporting to the Business Head. Leading new business development activities and expanding MBD Group Foot print in North-East India for training & Publishing business.*

- ☐ Responsible for the sustainment, development and performance of all the sales activities in an assigned market.
- ☐ Managing numerous accounts with deep account profiling
- ☐ Developed proposals, negotiated terms and conditions, and implemented contractual agreements with accountability for delivering strong financial results
- ☐ Initiated, negotiated and signed-on new national and international customers
- ☐ Developed strategic plans to increase market share, negotiated volume-based contracts
- ☐ Implemented quarterly, half yearly sales plans, with top accounts, which allowed supply chain and inventory planning to work more efficiently.
- ☐ Liaison with Global cross functional team and stakeholders to deliver project outcome.
- ☐ Build good working relationships at all levels across key customers.
- ☐ Support leadership in strategy development, project management, liaising with senior executives and manager to come to decisions.

*Additional Key Responsibilities –*

- ☐ Establish and maintain partnerships with product vendors, government funded technology clusters and startups.
- ☐ Mobilize and lead taskforce for various responses and ensure that right levers are utilized for enhancing the winning proposition.
- ☐ Lead marketing initiatives for the target geography, leveraging internal and external resources for highest impact.

May 2012 – **Business Development Manager- Government Relations**

August 2014 *Rumi Education (Richard Chandler Corporation), Gurgaon, India*

*Responsible for new business development and account management for K-12 vertical in North India.*

- ☐ Steered pro-active design thinking workshops to help clients recognize underlying business challenges, consulted clients on the right fit solutions leveraging products and services portfolio
- ☐ Helped acquire three most strategic clients establishing long term business worth 5 crore, led entire sales cycle from lead qualification up to contract signing

## Languages

English



Fluent

German



Basic

Hindi



Native

## Interests

- ☐ Latest Technology and Industry Trends
- ☐ Passionate about
- ☐ Networking (Social & Professional)
- ☐ Travelling
- ☐ Sports – Represented in college Badminton at inter-city level championships

Feb 2008

### Center Manager

*in Tarvo Technologies, Noida, India*

May 2012

Managing & Leading a team of 15 personals comprising of faculties, counsellor & direct marketing executives

## Education

2003 –  
2007

### Bachelor of Technology (Aeronautical)

*NIAE – National Institute of Aeronautical Engineering, Dehradun, India*

#### Consulting Project: (as part of the B.Tech curriculum)

*“Wind Tunnel”*

Optimized supply chain for blades and vanes for Siemens Gas Turbines by developing a concept of “load leveling” to maximize profitability, reduce stock fluctuations and improve lead times

#### Internship Training

**Title:** Worked on break assembly of A-320, JT8D and V2500 Engine.

**Duration:** 2 months (May’06 to July’06)

**Organization:** Indian Airlines

**Role:** Trainee