SHAIK RABBANI

Sales and Business Development Leader | 13 Plus Years Experience

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MBA Marketing | ISB Digital Marketing Certified | B2B B2C AI Marketplace Digital Media

PROFESSIONAL SUMMARY

Results-driven Sales & Business Development Leader with 13+ years of experience across B2B, B2C, and digital media sectors. Proven track record in building and managing high-performance sales teams, driving vendor and buyer acquisition, and consistently exceeding revenue targets. MBA-qualified with a Digital Marketing certification from the Indian School of Business (ISB), bringing a powerful blend of field sales expertise, team leadership, channel management, and modern digital marketing capabilities including hands-on experience driving growth for an AI-powered B2B marketplace platform. Recognised as a CRM expert who builds automated sales workflows using no-code automation tools, connecting CRM, lead capture forms, email and messaging systems so that repetitive manual work is eliminated and the sales team spends its time selling.

13+	4	ISB
Years of Experience	Companies & Industries	Digital Marketing Certified

CORE COMPETENCIES

- Sales Strategy & Go-To-Market Planning
- Vendor / Seller Acquisition & Onboarding
- Client Acquisition, Retention & Upselling
- Sales Policy Design & Implementation
- Digital Marketing (SEO, SEM, Social Media)
- CRM Expert (Pipeline, Hygiene & Reporting)
- Lead Capture to CRM Automation
- Team Building & Performance Management
- Channel Partner Management
- Revenue Target Achievement (B2B / B2C)
- KRA / KPI Monitoring & Reporting
- Trade Show & B2B Event Management
- Sales Workflow Automation & Optimisation
- AI Tools & No-Code App Integrations

PROFESSIONAL EXPERIENCE

Vayatronics Private Limited (Vipani.ai)

Aug 2020 to Present

Lead Business Development Executive

Hyderabad

- Drove business development for Vipani.ai, an AI-powered B2B marketplace platform that leverages artificial intelligence to connect buyers and sellers, streamline discovery, and enhance trade efficiency.
- Led and managed a team of sales executives, setting daily targets, monitoring performance, and conducting regular coaching sessions to drive consistent results.
- Spearheaded end-to-end onboarding of both buyers and sellers onto the AI-based platform, growing the active buyer and vendor base and improving platform adoption.
- Represented Vipani.ai at industry trade shows as both exhibitor and visitor, showcasing the AI-driven platform to prospective sellers and buyers, generating qualified leads, and scouting market trends and competitor activity.
- Built and trained the sales team on the platform's AI capabilities, marketing, brand positioning, and negotiation techniques, improving team close rate by ~25%.
- Championed Vipani.ai's vision of AI-enabled commerce during vendor pitches and trade events, strengthening brand perception and positioning the platform as a next-generation marketplace solution.
- Built and maintained automated sales workflows using no-code automation platforms, connecting the CRM, web lead forms, email and WhatsApp so that every enquiry is captured, assigned and followed up without manual data entry.
- Served as the in-house CRM expert, designing pipeline stages, custom fields and lead-scoring rules, enforced data hygiene, and trained the sales team on adoption, raising CRM usage and forecast accuracy across the team.
- Automated buyer and seller onboarding through API and webhook based integrations between the platform, CRM and internal trackers, cutting onboarding turnaround time and reducing manual errors.
- Set up automated follow-up sequences, task reminders and daily / weekly sales dashboards that pull live data from the CRM, giving management real-time visibility and saving several hours of manual reporting each week.

Magic Bricks Realty Services Ltd (Times of India Group)
May 2019 to May 2020

Account Manager, Client Acquisition and Retention Hyderabad

- Acquired and retained corporate real estate clients across the Hyderabad region, consistently achieving monthly revenue targets.
- Managed a portfolio of 50+ corporate accounts, maintaining strong relationships and securing repeat business through quarterly check-ins.
- Designed and implemented team sales policies and strategies that improved team quota attainment by approximately 20%.
- Monitored day-to-day team activities and identified skill gaps, creating targeted coaching plans to improve individual performance.
- Ensured 100% on-time revenue collection from clients, reducing outstanding receivables through proactive follow-ups.
- Provided weekly market intelligence reports to management covering competitive landscape and client feedback.

Redington India Limited (Alibaba.com Channel Partner)
Jul 2016 to Feb 2019

Area Sales Manager Hyderabad

- Managed and mentored a team of 6 sales executives, driving consistent pipeline growth through structured lead generation and follow-up cadences.
- Filtered and qualified 100+ prospects monthly; personally closed strategic deals to support team targets.
- Collaborated with design and product teams to ensure client deliverables were completed on time, improving client satisfaction.
- Developed and enforced sales policies and reporting standards, resulting in improved forecast accuracy and team accountability.
- Oversaw daily team activity tracking, ensuring adherence to performance benchmarks and CRM hygiene.

IndiaMart Intermesh Limited
Oct 2012 to Jul 2016

Team Manager Hyderabad

- Led a team of 8 to 10 sales executives, delivering training programs in media sales, brand strategy, and negotiation that improved team productivity by 30%.
- Promoted to Team Leader within 1.5 years, recognising consistent over-performance and leadership capability.
- Conducted daily performance reviews and career growth discussions, maintaining high engagement and low attrition within the team.
- Reviewed and approved client proposals and presentations, ensuring quality standards before submission.
- Recognised as Pillar of Success (Jan 2013), Emerging Star (Dec 2013), and Best Performer Q1 2014; selected for domestic incentive tours multiple times.

EDUCATION & CERTIFICATIONS

2024 2025	**Digital Marketing Certification** | Indian School of Business (ISB) *SEO . SEM . Social Media Marketing . Content Strategy . Digital Analytics . Campaign Management*
2012	**MBA in Marketing** | JNTU, Kakinada
2010	**BSc in Computer Science** | Acharya Nagarjuna University

ADDITIONAL INFORMATION

Languages: English, Hindi, Urdu, Telugu

Date of Birth: 12 August 1990