

VED VAIDYA

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SENIOR LEVEL EXECUTIVE – BUSINESS DEVELOPMENT

Result-driven sales and marketing professional with over eight years of experience in business development and building strategic alliances with business partners to sustain growth in a fast-paced environment. Possess excellent negotiation and influencing skills with a flair for revenue growth, achieved by, combining an entrepreneurial leadership style with innovative, cost-effective strategy development skills.

Team leader with impressive communication abilities, superior problem resolution talents, and a flair for connecting with C-level decision makers within aggressive timelines. Willing to travel/ relocate.

SIGNATURE STRENGTHS

- Business development
- Sales and marketing leadership
- Business partnering
- Online advertising expertise
- Leadership and team building
- Customer focus
- Strategy planning and implementation
- Revenue/productivity growth
- Crowd management
- Needs analysis
- Analytical, strong attention to detail
- Networking and negotiation skills

PROFESSIONAL EXPERIENCE

RADAR, New Delhi

Sep 2008–Dec 2012

(The world's first crowdsourced online advertising services marketplace. Here, a large community of certified online advertising experts work together on advertisers' paid search campaigns.)

FOUNDING PARTNER / CROWD MANAGER / BUSINESS DEVELOPMENT MANAGER

Developed a **strategic vision**, spearheaded development and funding efforts, championed formal planning processes, and orchestrated **business growth strategies** for this start-up. Led efforts for development of company's objectives and goals, analysed end-users' needs, studied market intelligence data, and provided technical support to clients. Prepared and presented weekly/quarterly reports to the CEO, executive team, and venture capitalists.

Business development accountabilities included exploring potential offered by new markets, targeting growth sectors, and **expanding company's operations** to other countries (to include employees in the West Bank and other less opportunistic areas). Also, worked with the vice president of marketing to formulate marketing and branding strategies as well as for developing a new website.

Key Contributions/Recognitions:

- ◆ **Established** company's **business development department** and managed functions such as recruitment, training, policy and product roadmap development, sales cycle, CRM, and others
- ◆ **Grew revenue** by **200%** and registered a **user retention rate of 25%** (y-o-y) by educating and training workforce
- ◆ Increased advertising **tool's usage by 50%** and online marketing experts' **earnings by 30%** by successfully implementing projects such as game mechanics, virtual currency, and online advertising tool integration
- ◆ Recruited and **trained high-calibre talent** to build company's **first** online advertising **team**
 - Grew **team from 0 to 2,000 experts** within three short years
 - Designed 16-hours' training course to train online advertising professionals
 - Also, setup a department to manage these experts; integrating quality management processes, community platform, recruitment/on-boarding processes, and others
- ◆ **Continuous process improvement initiatives:**
 - **Increased** overall **productivity** by chairing innovation meetings, beta test groups, and online forums to **encourage knowledge transfer** amongst teams
 - Reduced internal payment inefficiencies by integrating a **payment solution** for Radar marketplace

PROFESSIONAL EXPERIENCE

Founding Partner / Crowd Manager / Business Development Manager, Radar (continued)

- ◆ **Grew user engagement** and reduced end-user attrition rates by developing and implementing a multi-level marketing pilot
- ◆ Helped jump-start an entrepreneurial ecosystem in West Bank (Jerusalem) by developing the **first online advertising crowd-sourcing ecosystem** to provide job opportunities
 - Trained 200 students/young professionals – 35% of these passed Radar's certificate examination and were offered a job with the company

PUMP SHOP & SAVE, New Delhi

Aug 2003–Sep 2008

(Entrepreneurial venture entailing management of a gas station. Also, the station boasted of a supermarket which underwent an extensive product revamp.)

CO-FOUNDER AND OPERATIONS MANAGER

Provided **thought leadership** for development of marketing and customer retention strategies as well as plans for growing revenue. Established **inventory roadmap** based on customers' needs and deployed several marketing techniques to increase brand awareness and facilitate business development efforts. Also, **tracked** and analysed **core business metrics** such as sales, customer attrition, internal costs, profit margin, and others to enable business decision making.

Key Contribution/Recognition:

- ◆ Fostered relationships with retail partners such as Coca-Cola, Phillip Morris, Red Bull, etc.

HILLTOP LENDING CORPORATION, Indore

Apr 2004–Nov 2004

(The company provides lending solutions, focusing on housing mortgages.)

Mortgage Loan Officer

Sold mortgage-backed home loans to residential and commercial borrowers – compiled copies of loan applicants' credit histories, corporate financial statements, and other financial information; educated customers on loan terms; and matched loan programmes with customers' needs.

Key Contributions/Recognitions:

- ◆ **Added INR 3 million** to refinancing pipeline using leads, referrals, and marketing resources
- ◆ Successfully developed a client base of realtors and borrowers to gain leads and referrals

EDUCATION

Bachelor of Business Administration ~ Marketing, Management, and International Business

University of Mumbai, Mumbai, Maharashtra

Professional Certification: Certified Google AdWords Professional

~ References Available on Request ~