

Arivazhagan Sarala Velayutham

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SUMMARY

An IT professional having an overall experience of **8+ years** in **Business Development** focused on details and a solution-driven approach where I am working with cross-functional teams on process innovation that drives business goals through data analysis, transition, development, delivery, and helping businesses of all kinds on their journey toward digital transformation using **Blockchain Technologies**. I also possess excellent planning and organizational skills, the ability to make prompt decisions, and the skill to work collaboratively with any projects I handle.

AREA OF EXPERTISE

- Project Management
- Product Delivery
- Research & Analysis
- Negotiation
- Proposal Drafting
- Client Handling
- Customer Acquisition
- Client Relationship
- Problem Solving
- Business Development
- Customer Retention
- Transition

SUMMARY OF WORK

- Experience in Blockchain Technologies, NFT Marketplace, Crypto Exchange Development, Wallet Development, Blockchain Consulting, Blockchain in Insurance, Real-Estate, e-commerce, Digital Identity and Healthcare.
- I handled more than 15 different Blockchain projects, the major ones being the development of trading bots, wallet development, exchange platform development, ICO, and NFT marketplace development.
- I have also achieved the goal of \$230,000 for the financial year 2022-2023.
- Excellent abilities to lead, including an ability for negotiation, resolving disputes, and team encouraging.
- Excellent collaborator; able to balance the interests of the client and the company.
- Good analytical and presentation skills; highly specific and organised.

PROFESSIONAL EXPERIENCES

Nextazy Solutions Private Limited, Chennai - January 2021- September 2024

Designation: Senior Business Development Executive

Industry – IT Service providers using Blockchain Technology

Roles & Responsibilities

- 3.9 years of expertise in handling Web3/Crypto projects.
- Understanding client's needs and offering solutions and support based on their requirements.
- Created detailed project plans with clear milestones and transition deliverables to ensure the timely completion of Projects within established timelines and budgets.
- Identifying and approaching key decision-makers within target industries and businesses.
- Coordinate project schedules and resource allocation within the individual project teams to ensure successful delivery and transition of projects.
- Communicated to all clients on the work in progress, negotiated plans, time frames, and trade-offs, and proactively followed up on action items.
- Preparing and delivering compelling sales pitches and proposals to potential clients, focusing on the unique value proposition of the company services.
- Understanding the business needs, breaking down the requirements, and coordinating project status across various clients in multiple time zones.
- Negotiating and concluding business transactions, contract details, and pricing structures with clients to meet or exceed revenue targets.
- Researching on new data elements and sources to augment product and business needs.
- Managing client on-boarding process for the projects.
- Effectively communicate insights and plans to cross-functional team members and management.
- In order to promote business growth, contribute the management team regular updates and insights on industry trends, competitor activities, and feedback from clients.
- Excellent reputation for resolving problems and improving customer satisfaction.
- Conducted user research and analysed data to identify customer needs and market trends, resulting in improved product features and increased customer satisfaction

Project Handled

- Blockchain Development
- NFT Marketplace Development
- Crypto Exchange Development
- Token Development
- Social media-based NFT Marketplace
- Automated Arbitrage Bot using Decentralized Exchanges
- Custodial Wallet

Redesh Franchise World Private Limited, Chennai - October 2020 - January 2021

Designation: Business Development Manager

Roles & Responsibilities

- Cold calling, making multiple outbound calls to potential clients.
- Qualifying leads from digital campaigns, events and references.
- Building pipelines with team members to close sales.
- Maintaining database (Excel and CRM) of prospective client information.

ARA GLOBAL, Chennai - September 2018 to October 2020

Designation: Business Development Manager

Roles & Responsibilities

- Interacting with customers and prospects through phone and email, consulting them on their needs.
- Generate ideas and concepts to improve product sales.
- Understanding client's needs and offering solutions and support.
- Enhance client's relationship with product updating.
- Manage team member's co-ordination to achieve goals.
- Plan and prepare business presentations.
- Review customer feedback for the betterment in our service.
- Meetings with clients/customers face to face or over the phone/mail.
- Creating and maintaining a list/database of prospect clients.
- Building long-term relationships with new and existing customers.

Unitech Air conditioners September 2016 to August 2018

Designation: Senior Engineer

Roles & Responsibilities

- Lead or contribute in process development.
- Ensuring the working process runs efficiently.
- Monitoring and co-ordinating with the technicians and reviewing the work instructions.
- Communicating with clients to keep them informed about the progress.

Allsec Technologies Ltd, Chennai November 2013 to June 2014

Designation: Customer Care Executive

Roles & Responsibilities

- Identifying customer needs and providing the solutions.
- Strong focus on customers and ability to adopt to different personality types.
- Re-solving the technical issue of customers through phone and by arranging technician.
- Responsible for handling escalation issue for unsolved problems.

COMPETENCIES

- Team Management
- Resource & Time Management
- Relationship Building
- Industry Knowledge
- Ability to multi-task and prioritize workload
- Initiative and the confidence to start things from scratch
- MS Office & CRM Platforms
- Competitive Analysis
- Communication & Networking

ACHIEVEMENTS

- ✓ Organised and lead the workshops in,
 - Incident Investigation - Pune (2days Program)
 - Material Handling - Seshasayee Paper and Boards Ltd, Erode (1day Program)
 - Chemical Safety - Seshasayee Paper and Boards Ltd, Erode (1day Program)
 - First-aid Program – IMOP, Tada (1day Program)
- ✓ Lead the team to shoot 3-day video coverage on safety awareness in Ashok Leyland, Sriperumbudur Plant, Chennai.

EDUCATION

<i>Year of Passing</i>	<i>Degree</i>	<i>University/ College/ Institution</i>	<i>Credit Scored</i>
2016	Masters of Science (Industrial Engineering and Management)	Kaunas University of Technology, Kaunas, Lithuania, EUROPE.	7.0 (out of 10)
2013	Bachelors of Engineering (Mechanical Engineering)	Meenakshi Academy of Higher education and Research, Chennai, Tamil Nadu.	7.7 (out of 10)

EXTRA-CURRICULAR ACTIVITIES

- **Member of the Social and Cultural Committee** at Nextazy Solutions, contributing to team-building initiatives, organizing cultural events.
- **Served as a Mentor** with the Erasmus Student Network (ESN) during Master's studies, guiding international students in cultural adaptation, academic integration, and providing support in navigating new environments.
- **Road Safety Patrol (RSP) Volunteer** in middle school, promoting safety awareness and assisting in traffic management to ensure a secure environment for students and the community.

LANGUAGES

- English (Read, Write & Speak)
- Tamil (Speak)
- Kannada (Speak)

Declaration

I do hereby declare that the particulars stated here above are genuine and factual.

(Arivazhagan Sarala Velayutham)