

Arivazhagan Sarala Velayutham

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SUMMARY

An IT professional having an overall experience of **8.9 years** and **6 years** in **Business Development**. My expertise lies in adopting a solution-oriented approach with a focus on detail, collaborating with cross-functional teams to drive process innovation and achieve business objectives. I have completed a course on **Project Management Professional (PMP)**, bringing structured project execution skills, process improvement strategies, and stakeholder management expertise. Skilled in handling Web3/Crypto initiatives, coordinating full **client and project lifecycles (from proposals to product delivery)**, and a strong ability to build and maintain relationships with **C-Level executives** across international markets, consistently delivering results that align with business goals.

AREA OF EXPERTISE

- Project Management
- Business Proposal
- Problem Solving
- Product Delivery
- Client Handling
- Business Development
- Research & Analysis
- Client Relationship
- Customer Retention
- Negotiation & Closing
- Cross-Functional
- Transitions
- Team Collaborations

KEY ACHIEVEMENTS

- Led and contributed to 20+ live projects, specializing in mobile and web applications. Focused on delivering customized solutions based on client needs and requirements.
- I have handled end-to-end projects, MVPs, and POC concepts, along with conducting feasibility studies and providing support for client projects.
- Successfully generated \$230,000 in revenue during the 2022–2023 financial year by driving client engagement and delivering tailored blockchain solutions.
- Experience in Blockchain Technologies, NFT Marketplace, Crypto Exchange Development, Wallet Development, Blockchain Consulting, Blockchain in Insurance, Real Estate, e-commerce, Digital Identity, and Healthcare services and solution-based projects.
- Demonstrates strong leadership skills, proven ability to negotiate effectively, resolve conflicts, and inspire and guide teams toward achieving objectives.
- Skilled in team collaboration, with the ability to effectively balance and align the interests of both clients and the company.
- Possesses excellent analytical and presentation abilities, with a focus on precision and a well-organized approach.

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 the client's needs and offering solutions and support based on their requirements.
- Created detailed project plans with clear milestones and 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 the successful delivery of projects.
- Maintained regular communication with clients regarding project progress, negotiated plans, timelines, 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's 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 new data elements and sources to augment product and business needs.
- Managing the client onboarding process for the projects.
- Effectively communicate insights and plans to cross-functional team members and management.
- To drive business growth, provided the management team with regular updates and insights on industry trends, competitor activities, and client feedback.
- 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
- Real Estate MVP

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 the client's needs and offering solutions and support.
- Enhance the client's relationship with product updates.
- Manage team members' coordination to achieve goals.
- Plan and prepare business presentations.
- Review customer feedback for the betterment of our service.
- Meetings with clients/customers face to face or over the phone/mail.
- Creating and maintaining a list/database of prospective 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 to process development.
- Ensuring the working process runs efficiently.
- Monitoring and coordinating 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 solutions.
- Strong focus on customers and ability to adapt to different personality types.
- Resolving the technical issue of customers through phone and by arranging a technician.
- Responsible for handling escalation issues for unsolved problems.

COMPETENCIES

- Team Management
- Resource & Time Management
- Relationship Building

- Industry Knowledge
- Ability to multitask and prioritize workload
- Initiative and the confidence to start things from scratch
- MS Office & CRM Platforms
- Competitive Analysis
- Communication & Networking

ACHIEVEMENTS

- ✓ Organised and led the workshops in,
 - Incident Investigation - Pune (2-day Program)
 - Material Handling - Seshasayee Paper and Boards Ltd, Erode (1-day Program)
 - Chemical Safety - Seshasayee Paper and Boards Ltd, Erode (1-day Program)
 - First-aid Program – IMOP, Tada (1-day Program)
- ✓ Lead the team to shoot a 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	Bachelor's of Engineering (Mechanical Engineering)	Meenakshi Academy of Higher Education and Research, Chennai, Tamil Nadu.	7.7 (out of 10)

COURSES

- Successfully completed the *Project Management Professional (PMP)*.
- *SAP* in Quality Management.

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)