



Aswin V

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• ABOUT ME

Product Manager with a strong foundation in Sales and Business Development, bringing a unique blend of customer insight, business strategy, and product thinking. Experienced in driving product strategy, stakeholder collaboration, and end-to-end product development while translating market needs into scalable digital solutions. Passionate about building user-centric products that deliver business value and exceptional customer experiences.

• WORK EXPERIENCE

8 DEC 2025 - CURRENT - CHENNAI, INDIA

PRODUCT MANAGERFUNDSAPP WEALTH TECHNOLOGIES PVT LTD

- Reduced projected operational costs by 10% through early identification and restructuring of cost lines
- Optimised development budget via feature prioritisation and vendor negotiation, avoiding unnecessary build scope
- Defined product documentation, compliance-aligned user journeys, and release readiness processes for a pre-launch platform
- Built operational workflows to support onboarding of MFD partners and platform integrations
- Act as the central bridge between business stakeholders, compliance requirements, and the development partner

MAY 2025 - NOV 2025 - ERNAKULAM, INDIA

BUSINESS DEVELOPMENT MANAGERTHOMSUN INFOCARE LLP

- Generate and qualify leads for Staff Augmentation, Custom Software, and Mobile App Development services
- Develop and execute sales strategies to achieve revenue targets.
- Engage with C-level executives, decision-makers, and procurement teams.
- Understand client needs and propose tailored IT solutions.
- Maintain strong relationships with existing clients for repeat business
- Prepare and deliver compelling sales presentations, proposals, and RFPs.
- Negotiate contracts, pricing, and terms of service.
- Close deals and manage the sales pipeline effectively.
- Analyse market trends and competitors to identify new business opportunities.
- Develop campaigns that generate high-quality leads.

SALES & BUSINESS DEVELOPMENT MANAGERREVOQINS PVT LTD

- Possess deep knowledge of the business, services offered, and value propositions.
- Contact potential prospects through cold calls, emails, and in-person meetings in regions including the US, UK, India, Middle East, and Australasia.
- Conduct market research and implement strategic sales plans to expand the customer base and ensure a strong market presence.
- Map potential customers through networking and generate leads for the organization.
- Build and promote strong, long-lasting customer relationships by connecting with clients and understanding their needs.
- Identify emerging markets and market shifts while being fully aware of the company's services, strengths, and competition.
- Communicate with potential clients, prepare estimates and proposals.
- Study competitors, their services, and sales policies, and improve our sales strategies accordingly.
- Constantly search for new and profitable markets for worldwide expansion.
- Identify potential technology partnerships or collaborations to meet sales targets.
- Act as a brand ambassador and consistently reflect company values.
- Manage recruiting, set objectives, coach, and monitor the performance of sales representatives.

SENIOR BUSINESS DEVELOPMENT EXECUTIVESMARTSOFT

- Identified and contacted new clients in Singapore and Malaysia through cold calling, planning, and overseeing new market initiatives.
- Maintained relationships with existing customers and identified new requirements.
- Wrote proposals and pitched products on various platforms such as Digital and B2B.
- Identified and managed risks, handling operations for marketing programs.
- Responded to customer inquiries in a timely and accurate manner.
- Drafted sales reports, activity reports, and revenue forecasts; developed and maintained a database of all contacts.
- Kept updated on constantly changing software, hardware systems, and peripherals.
- Provided technical advice to customers on all aspects of computer systems and networks installation and use, both before and after sales.
- Advised customers on software features and their applications in various contexts.
- Suggested solutions based on customer requirements and scenarios.
- Managed website content to optimize for Search Engine Optimization (SEO).
- Managed social media platforms for marketing.

Additional Tasks

- Ran email campaigns to find the right candidates for open roles.
- Used job sites to identify suitable candidates.
- Conducted pre-screening to assess candidate fit for roles.
- Assessed candidate interest in roles.
- Shortlisted the best candidates from the applicant pool.
- Handed over shortlisted candidates to the next level or clients.

Highlight:

- Promoted to Senior Business Development Executive in August 2019.
- Took on an additional role of supporting the Human Resources department in primary screening.

SEP 2015 - MAR 2018 - ERNAKULAM, INDIA

RESEARCH ANALYST & JUNIOR DATA PROCESSING SPECIALISTUNIQUELEADS RESEARCH PVT. LTD.

- Identified prospective attendees in regions including Australasia, UK, US, and Singapore.
- Checked if prospects were interested in attending events.
- Conducted online research to find topics that could attract attendees.
- Researched prospective speakers for events.
- Identified potential sponsors by researching the secondary market.
- Investigated potential sponsor companies or individuals to understand their spending habits and likelihood of sponsorship.
- Validated and verified collected information by calling the person or company.
- Conducted web research to identify past or upcoming events with similar interests to our current event.
- Performed competitor analysis to understand market trends, sponsors, speakers, and delegates.
- Researched contact details for primary and secondary prospects, including email addresses, direct numbers, company phone numbers, and mobile numbers.
- Added all researched information to an online database.

Additional Tasks:

- Worked on a live database to find and rectify errors.
- Generated reports for management or clients.
- Created dashboards to track employee targets and event reports, aiding in ROI calculations.
- Managed email communications, opting out recipients who were not interested in further email marketing.

Highlight:

Took on the additional task of basic database management and reporting.

JUL 2014 - SEP 2015 - ERNAKULAM, INDIA

COLLECTION EXECUTIVECHARTER MERCANTILE AGENCY

- Prepared customers for repaying debts.
- Convinced customers to repay their debts.
- Negotiated the best repayment options that benefit both the customer and the company.
- Updated customers on their progress and handled general administrative duties.
- Advised customers on necessary actions and strategies.
- Evaluated clients' circumstances and advised on the best solutions based on their needs.
- Ensured compliance with service level agreements.

- Provided support to team members and resolved various product-related issues.
- Identified complex problems, reviewed related information, developed and evaluated options, and implemented solutions.
- Recommended new techniques to help clients overcome obstacles.

JAN 2012 - JUL 2014 - ERNAKULAM, INDIA

TECHNICAL SUPPORT CONSULTANTSUTHERLAND GLOBAL SERVICES

- Diagnosed and fixed operating system issues remotely.
- Troubleshoot issues related to peripherals and printers.
- Removed viruses, spyware, malware, and adware.
- Addressed problems caused by unwanted software.
- Advised customers on precautionary steps.
- Optimized customer PCs for peak performance.
- Supported various network products such as wireless printers, network printers, routers, video cameras, Xbox, etc.
- Resolved networking-related problems and provided solutions online.
- Provided support for different email client configurations.
- Offered email configuration and update support for Apple and Android devices.
- Collaborated with team members to provide better solutions to complex problems.
- Evaluated client circumstances and advised on the best solutions based on gathered information.
- Upsold current support packages to higher tiers.
- Upsold support packages by convincing customers when their issues weren't covered by their current subscription.

• **EDUCATION & TRAINING**

Jun 2018 - Jun 2021 - NEW DELHI, INDIA

BACHELOR OF ENGINEERING AND TECHNOLOGY - CREDIT TRANSFER- INDIAN INSTITUTE OF ENGINEERS

2006 - 2011 - PONDICHERRY, INDIA

BACHELOR OF ENGINEERING AND TECHNOLOGY - DROP OUT- PONDICHERRY UNIVERSITY

• **DECLARATION**

Self Declaration

I, hereby declare that the information furnished above is true to the best of my knowledge and belief.