



RAGUPATHI R

Coimbatore, India

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[Ragupathi R Er | LinkedIn](#)

Objective

To lead, challenge and be challenged in a marketing strategy or business/market development position. Analyze and improve marketing, sales and operational performance. Develop products, markets and relationships.

Experience

ATOZERV INDIA PVT LTD

Business Development Manager

MAR-2023 - Present

- ✓ Educated schools on how SaaS EdTech tools align with the NEP, CBSE AI curriculum, and STEM objectives.
- ✓ Marketed SaaS learning platforms featuring cloud-based dashboards for tracking student progress.
- ✓ Collaborated with technical teams to customize lab and curriculum packages based on school requirements.
- ✓ Delivered hands-on product demos on AI tools, Python basics, Scratch and machine learning modules.
- ✓ Promoted robotics kits including sensors, motors, Arduino boards and IoT-based modules for student.
- ✓ Highlighted benefit soft miniature robotic projects for skill development in logic, coding and Engineering.
- ✓ Collaborate with internal team to identify and create opportunities for research and collaboration.

BYJUS

Team Leader

JUNE-2020 - MAY-2023

- ✓ Handling B2C and B2B sales in all over Tamil Nadu region and worked with a team of go getters to help spread the BYJU's way of learning.
- ✓ Keen knowledge of boards of education and interests in mentoring students as the selling happens in consultative approach.
- ✓ Working closely with the senior management team to ensure that all the plans and meetings are updated and informed for better progression.
- ✓ Understanding the client circumstances and able to showcase the products in a more appealing way and with strong negotiation skills.
- ✓ Ensuring that all business development activities are coordinated.

Education

Gnanamani College of Technology


B.E

2016-2020 — **71.3%**

Sri Devi Vidhya Matric Hr Sec School

Intermediate Education

2012-2016 — **80%**

<i>Skills</i>	<ul style="list-style-type: none">• Critical Thinking• Customer• Acquisition• Strong Negotiations
<i>Achievements & Awards</i>	<div>✓ Consistently Met and exceeded monthly sales goals awards</div> <div>✓ Good Leadership Awards in Pan India level</div> <div>✓ Created a multi-media campaign that increased enrollment in past</div>
<i>Membership</i>	<div>ISTE-Indian Society of Technical Education</div> <div>ISME-Indian Society of Mechanical Engineering</div>
<i>Declaration</i>	I do hereby declare the authenticity of all the information in my resume. I hereby insist that all information furnished is correct to the best of my belief.
<div><div>Signature:</div><div> Ragupathi R</div></div>	

