



# Akkshay Ayyappa

## Head of sales

Results-driven and accomplished Business Development Manager with over 4 years and 7 months of expertise in the EdTech sector. Proven track record of generating substantial individual revenue, leading teams to success, and driving business growth from ground zero to thriving entities. Demonstrated ability to excel in dynamic environments, from pioneering innovative solutions in online education at **Vedantu** to propelling business expansion in the coding education space at **Rebotica School**. Seeking an impactful role to contribute strategic business development insights and leadership skills in a dynamic organization.

## Contact

### Phone

+91-8848262255

### Email

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### Address

Bengaluru,KA

## Education

2014-2017

**Bachelor of commerce**

Bharathiar University

## Expertise

- Business Development
- Sales and Marketing
- Analytics
- Team Leadership
- Interpersonal Skills
- CRM knowledge

## Language

English

Hindi

## Experience

### May 2022 - Feb 2023

Rebotica School | India | Philippines

#### Head of sales

- Pioneered organizational growth from 0 to 1 as an individual contributor.
- Successfully led and coached a sales team for optimal performance.
- Implemented impactful customer retention strategies.
- Drove market expansion in the Philippines through comprehensive research.
- Engaged with potential parents, contributing to successful onboarding for coding classes.

### Dec 2020 - Feb 2022

Scaler Academy | Bengaluru, Karnataka

#### Senior Business Development Associate

- Delivered personalized career guidance to experienced professionals, ensuring successful transitions.
- Conducted comprehensive eligibility assessments and interactive sessions, resulting in increased program enrollment.
- Collaborated closely with marketing to implement effective engagement strategies, enhancing overall program effectiveness.
- Established iterative feedback loops to enhance participant satisfaction and continuously refine program quality.

### June 2020 - Nov 2020

Whitehat Junior | Mumbai, Maharashtra

#### Sales Manager

- Successfully utilized skills to work on leads, building strong relationships with customers and closing deals.
- Conducted calls to confirm appointments and visited customers at their residences for Home Demo/Presentation.
- Engaged effectively with customers during presentations, leading to successful enrollment of students for our programs.

### May 2018 - 2020

Vedantu | Bengaluru, Karnataka

#### Sales Team Lead

- Managed B2C sales team, driving business value through effective leadership.
- Developed and executed business plans, ensuring efficient customer acquisition and high daily transactions.
- Led and trained a dynamic sales team, collaborating cross-functionally to achieve company objectives.

#### Business Development Associate

- Sales (70%): Presented, promoted, and closed sales through persuasive arguments and tailored product pitches.
- Conducted proactive cold calling to secure appointments and drive successful home demos.