

VIVEK DHOUNDIYAL

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PROFESSIONAL SUMMARY

B2B Sales and Business Development professional with 8+ years of experience across enterprise sales, new business acquisition, account management, partnerships and entrepreneurship. Experienced across the complete sales cycle—from prospecting and discovery to solution pitching, commercial negotiation, closure and client management. Hands-on experience building businesses, acquiring customers, developing distribution networks and managing recurring B2B relationships.

CORE SKILLS

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|----------------------------|----------------------------------|-----------------------------|
| • B2B Sales | • Outbound Sales | • Sales Pipeline Management |
| • Business Development | • Consultative Selling | • Commercial Negotiation |
| • Enterprise Sales | • Key Account Management | • Proposal Development |
| • New Business Acquisition | • Client Relationship Management | • Stakeholder Management |
| • Lead Generation | • Partnerships | • CRM Management |

CERTIFICATION

-  **Project Management Professional Certificate** | Google | Issued via Coursera | Aug 2026.

PROFESSIONAL EXPERIENCE

Growth & Revenue Consultant | SuperSurge (Oct 2024- Present)

- Drive business development and revenue opportunities across brand and media partnerships.
- Identify target accounts, conduct prospect research and execute outbound sales campaigns.
- Manage opportunities from prospecting and discovery through pitching, negotiation and deal coordination.
- Develop commercial proposals around client objectives and campaign requirements.
- Build relationships with brands, agencies, creators and senior marketing stakeholders.

Media Sales Manager | KreedOn (Dec 2023- Oct 2024)

- Managed B2B sales for brand partnerships, sponsorships and media campaigns.
- Built sales pipeline through outbound prospecting, account research and relationship-led business development.
- Conducted client discovery, developed proposals and negotiated commercial terms.
- Managed opportunities through the complete sales cycle and maintained client relationships for repeat business.
- Coordinated with internal teams to ensure successful campaign delivery.

Senior Manager – Business Development | CollegeDunia Web Pvt. Ltd. (April 2023- Sept 2023)

- Managed B2B business development across universities, coaching institutes and education businesses.
- Owned the sales cycle from target-account identification and prospecting through negotiation and closure.
- Generated and qualified opportunities through outbound outreach and relationship building.
- Conducted discovery with senior decision-makers and developed proposals aligned with business requirements.
- Negotiated pricing and commercials and coordinated with delivery teams after closure.

ENTREPRENEURIAL EXPERIENCE

Founder / Co-Founder | Fixins, Dark Kitchen, SettleMyCar (July 2017 - Feb 2023)

Built and operated businesses across B2B distribution, food supply and automotive services, with direct ownership of sales, customer acquisition, partnerships, commercial decisions and operations.

- Acquired B2B customers and partners across mobile retail, restaurants and automotive services.
- Managed prospecting, customer acquisition, pitching, pricing, negotiation and order closure.
- Built recurring relationships through account management, service and regular business development.
- Negotiated pricing, payment terms, supplier arrangements and commercial agreements.
- Managed sales, sourcing, inventory, logistics, vendors and customer servicing across businesses.
- Built reporting systems to track sales, stock, receivables, orders and partner activity.

Tools

Zoho CRM • Monday • LinkedIn • Apollo • Lusha • ClickUp • Notion • ChatGPT • Perplexity • Gemini

EDUCATION

B.Tech, Mechanical Engineering | Manav Rachna International University, Faridabad | 2014 – 2018

Languages: English (Professional Working Proficiency) | Hindi (Native)