



VAIBHAV KUMAR

Business Development Manager – Salesforce Solutions | USA & Europe

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PROFESSIONAL SUMMARY

Salesforce-focused Business Development Manager with 5+ years of experience selling and scaling Salesforce consulting and transformation programs across USA and European markets. Strong expertise in Salesforce solution selling, GTM strategy, pipeline governance, and enterprise lead generation, with hands-on exposure to Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud, CPQ, Industries (Vlocity), Data Cloud, and Agentforce.

Proven ability to translate business pain points into Salesforce-led solutions, drive predictable pipeline through ABM, LinkedIn, email, and AI-assisted outreach, and manage revenue forecasting through a disciplined Salesforce CRM operating model.

CORE SALES & GTM EXPERTISE

- Salesforce Solution Selling & Consulting GTM
 - Enterprise Business Development (USA & Europe)
 - Account-Based Marketing (ABM)
 - Lead Generation & Pipeline Building
 - Discovery Workshops & Pre-Sales Scoping
 - Proposal / SOW Creation & Deal Closure
 - Revenue Forecasting & Pipeline Governance
 - CXO & Senior Stakeholder Engagement
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KEY KPI METRICS & ACHIEVEMENTS

- Revenue Closed: \$240,000+ USD per quarter
 - Meetings Generated: 12–15 qualified enterprise meetings/month
 - Pipeline Velocity: 30+ meetings per quarter via outbound GTM
 - Forecast Accuracy: High predictability using Salesforce stage-based forecasting
 - Lead Generation Scale: Multi-channel outbound across LinkedIn + email + AI personalization
 - Regions Covered: USA, EU, UK
 - Industries Served: CPG, Manufacturing, Insurance, Banking, Healthcare, Procurement, Field Services
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SALESFORCE SOLUTION AREAS SOLD

Core Clouds

- **Sales Cloud:** Lead-to-opportunity conversion frameworks, pipeline hygiene governance, forecasting readiness, activity SLAs, territory/account planning support, sales productivity automation (tasks, sequences, playbooks), qualification models (MQL/SQL), pipeline velocity improvement, stage exit criteria alignment, executive pipeline dashboards.
- **Service Cloud:** End-to-end case lifecycle architecture (intake → triage → resolution), omni-channel strategy (email/chat/calls/portal), SLA & entitlement modeling, escalation matrices, knowledge + self-service deflection models, agent productivity enablement, queue routing strategies, customer satisfaction measurement (CSAT) and operational reporting.
- **Experience Cloud:** Customer/partner portal strategy, secure onboarding journeys (role-based access, identity & profile models), self-service transactions, registration + verification flows, multi-stakeholder communities (customers/partners/vendors), case/lead deflection via portals, multilingual experience positioning, adoption and engagement KPIs.

Advanced & Enterprise Offerings

- **CPQ:** Quote-to-cash discovery and process mapping, product catalog strategy, pricing governance, approvals & discount controls, bundling rules positioning, renewal/upsell motions, revenue leakage prevention, standardized quoting for distributed sales teams, implementation roadmap (quick-win phase → advanced rules → optimization).
 - **Industries (Vlocity):** Industry data models and best-practice process framing, guided selling/service journeys, compliance-driven workflows, orchestration narratives, accelerated time-to-value using prebuilt components, domain-aligned discovery workshops (insurance/banking/manufacturing use-cases), scalability + maintainability positioning.
 - **Data Cloud:** Unified customer profile positioning, identity resolution narrative, consent-aware segmentation, activation to Sales/Service/Marketing journeys, audience creation & downstream personalization strategy, data governance + data quality framework, use-case roadmaps (quick win segments → advanced activation → enterprise scale).
 - **Agentforce:** AI agent use-cases for SDR productivity and service automation, deflection + assisted resolution positioning, knowledge-grounded responses, triage automation, human-in-the-loop governance models, auditability + guardrails, change management for AI adoption, value framing around speed, consistency, and reduced operational load.
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GTM & LEAD GENERATION STRATEGY

ICP & ABM Strategy

- Defined ICPs by industry, region, deal size, tech stack, and Salesforce maturity (new org vs optimization vs multi-cloud expansion).
- Segmented buyers by service line (implementation, modernization, managed services, rescue projects, Experience Cloud portals, Service transformation, CPQ discovery).
- Mapped personas and buying committees: CIO, CTO, RevOps, Head of Sales, Head of CS, Operations Director, IT Manager, Program/Delivery Leads, plus Salesforce Admin/Architect influencers.
- Built account lists with tiering (Tier 1 strategic, Tier 2 scalable, Tier 3 volume) and defined messaging objectives by tier (awareness → discovery → proposal).
- Developed offer packaging and clear entry points: audit workshops, maturity assessments, quick-win sprints, fixed-scope proof-of-value, and roadmap engagements.

Multi-Channel Outbound Execution

- LinkedIn: Multi-step connection, nurture, and follow-up sequences; persona-specific hooks (pain → impact → proof → CTA), objection handling playbooks, value-led micro-content distribution, conversion-focused CTAs (15-min discovery, audit call, teardown).
- Email: Persona-based multi-touch sequences with subject line A/B testing, deliverability hygiene (warm-up concepts, list quality), structured follow-up logic, reply classification (positive/neutral/objection), meeting-setting flows, and clean handoffs into CRM stages.
- AI Assist Layer: Account research acceleration, tailored first lines, intent-style insight generation, messaging variants by persona, objection libraries, follow-up drafting, A/B testing at scale, and fast iteration on offers and positioning without losing “human tone.”

Salesforce as System of Truth

- Operationalized pipeline inside Salesforce using Campaign attribution, consistent Campaign Member Statuses, and channel tagging (LinkedIn/email/referrals/events).
- Defined and enforced lead lifecycle governance (MQL → SQL → Discovery → Proposal → Negotiation → Closed), including stage exit criteria and qualification checkpoints.
- Implemented activity discipline: Task SLAs, next-step enforcement, meeting notes capture, follow-up scheduling, and automated reminders for stale opportunities.
- Reporting and forecasting: pipeline aging, conversion rates by persona/channel, probability weighting, stage velocity, win/loss reasons, and weekly executive visibility dashboards.
- Built a feedback loop between outreach + delivery: objections from prospects → updated messaging → sharper offers → stronger close rates.

PROFESSIONAL EXPERIENCE

Nippon Data Technologies | Jan 2023 – Jan 2026 - Business Development Manager – Salesforce Solutions (USA Region)

Responsibilities & Impact

- Owned business development and pre-sales for Salesforce consulting engagements
- Led discovery sessions and converted requirements into solution scope, phased roadmaps, and estimates
- Positioned Salesforce solutions aligned to business outcomes and delivery feasibility
- Built and managed Salesforce-driven pipeline, forecasting, and reporting
- Collaborated with delivery teams to ensure scope clarity and identify expansion opportunities

Representative Consulting Sales

- Danone: Experience Cloud onboarding portals for patients, HCPs, and hospitals
- Strata Plan: Metadata-driven case operating model for scalable service operations

Grenud | Aug 2020 – Sep 2022 - Business Development Manager – Salesforce Consulting (Account Growth)

Responsibilities & Impact

- Drove Salesforce consulting growth across enterprise transformation programs
- Supported roadmap extensions, expansion proposals, and long-term delivery alignment
- Packaged repeatable Salesforce offers (audit → quick wins → implementation → managed services)

Industries & Use Cases

- Manufacturing & Procurement digitization
- Insurance & Banking CRM modernization
- Finance & Accounting automation
- Sales & Marketing Cloud implementations

TOOLS & PLATFORMS

Salesforce CRM | LinkedIn Sales Navigator | Email Automation Platforms | AI Research & Personalization Tools | Reporting & Dashboarding

CERTIFICATIONS

- Salesforce Platform Developer I (Valid till Mar 2026)
- Salesforce Certified Administrator (Valid till Mar 2026)
- IELTS – 7.5 / 9 (Valid till Feb 2026)

EDUCATION

- LLB – Cyber Law | Sharda University