

# Deb Kumar Roy

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Experienced sales professional with a proven track record in Outbound and Inbound Sales, Email Marketing, Cold Calling, Business Development, and Account Management. Successfully contributed to unicorns like HighRadius and BrowserStack during a 5-year career journey. A dedicated hustler who lets the numbers speak for themselves. Constantly seeking opportunities for learning and growth. Outside of work, passionate about music as a singer and multi-instrumentalist, and a fervent sports aficionado.

## Skills

Excel  
PowerPoint  
Salesforce  
HubSpot  
Email Marketing  
LinkedIn Sales Navigator  
Business Development  
B2B Sales  
B2B Marketing  
Deal Closure  
Account Management  
Sales  
Stakeholder Management  
Account Based Marketing  
Inside Sales

HOBBIES  
Singing  
Debating  
UI/UX design  
Cricket  
Football  
Gaming

## Education

KIIT University B.Tech Information Technology (8.06 CGPA)	2016 to 2020
Jermel's Academy	2004 to 2016
Indian Institute of Management- Ahmedabad Master of Business Administration 2026	Sept. 2024 to Current

## Employment

**BrowserStack** Mumbai (Remote)  
Sr. BDR (Global Business Development) Aug. 2022 to Current

- > Core responsibilities include:
  - Building and nurturing sales pipelines for optimal growth
  - Understanding prospect needs and addressing challenges effectively
  - Executing tailored inbound/outbound campaigns via Email, Cold calls & LinkedIn
  - Conducting impactful product demos & presentations
  - Managing the full sales cycle from initial contact to closing
  - Documenting interactions in SFDC and maintaining CRM hygiene
  - Qualifying potential customers rigorously and providing the necessary support
  - Collaborating with Marketing for persona-based messaging and sales strategies
- > Overachievements:
  - Highest opportunities closed in Q1/Q2 2023
  - Exceeded KPIs with 92% and 113% achievement in Q1/Q2 2023
  - H1 results: 114% Opp Quota attainment, 103% Closed Won Quota attainment, \$1.2M+ generated in pipeline

**HighRadius Technologies** Hyderabad  
Senior Enterprise Financial Technology Advisor (Sr. BDR) Aug. 2021 to Aug. 2022

- Increased Lead to Discovery Call conversion from 8% to 25% in 2020-2021
- Responsible for generating Sales Qualified Leads (SQLs) on 1000+ Enterprise Accounts with annual revenues over \$1B through highly customized Account-Based Marketing efforts
- KPI achievement of 92%, 109%, and 115% in 2019, 2020, and 2021 respectively
- Currently at 128% KPI (Q1 2022)
- Tools & Technology in use: Salesforce, LinkedIn Sales Navigator, Outreach, ZoomInfo, Seamless, and 6sense
- Awards & Achievements:
  - > March Motivator 2021 - Employee of the month
  - > HighFlyer award Q2 2021 - Employee of the quarter
  - > Employee of the Month - August 2021
  - > Employee of the Month - November 2021
  - > Employee of the Month - December 2021
  - > Employee of the Month - January 2022
- As an appointed member of the Content Committee, I also create and update content and sequences in Outreach for the NA ABM team to use
- Train and mentor upcoming BDRs on inbound and outbound marketing techniques

**HighRadius Technologies** Hyderabad  
Enterprise Financial Technology Advisor | Account Based Marketing (BDR) Apr. 2020 to Aug. 2021

- Core Responsibilities:
  - Managed relationships with enterprise clients, advising on best practices for their Accounts Receivable processes.
  - Qualified inbound leads and executed outbound campaigns to build a robust sales pipeline.
  - Prepared detailed Account Research documents, identified stakeholders, and reached out via customized Emails/InMail and voice touchpoints.
  - Proficient in Salesforce, Outreach, 6Sense, and HubSpot.
- Achievements:
  - Achieved a 43% positive response rate in Outbound efforts.
  - Maintained a consistent 95% success rate on inbound efforts.
  - Generated Sales Qualified Leads (SQLs) on 1000+ Enterprise Accounts with \$1B+ annual revenues through Account-Based Marketing.
  - Collaborated with top-level executives to strategize and execute market branding and growth programs.

**HighRadius Technologies** Hyderabad  
Account Based Marketing Analyst July 2019 to Apr. 2020

**HighRadius** Bhubaneswar  
Business Development Intern May 2019 to June 2019

**Ericsson** Bhubaneswar  
Cloud Technology Trainee

## Awards

HighRadius · Employee of the Quarter (Q2 2021)	Aug. 2021
HighRadius · Employee of the Month (August 2021)	Aug. 2021
HighRadius · Employee of the Month	Mar. 2021
HighRadius Employee of the Month	Nov. 2021

## Projects

Women Safety Alert app Jan. 2019 to Feb. 2019

## Activities

IIM Bangalore · Campus Ambassador Dec. 2018 to Feb. 2019  
In this programme, we had to engage a certain number of people for this event. I did social media marketing for the event, and gained followers for their Instagram and Facebook handles. We were given a target of 100 followers on both Facebook and Instagram, but I was able to get 125 for them and was one of their star performers.