

Nomfundo

Senior Business Development Executive

Durban, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

Results-oriented Sales Professional and Business Development Executive with over 12 years of valuable industry experience across Fintech, Insurance, and B2B sectors. Proven track record of improving market positioning and maximizing financial growth opportunities through strategic planning and analytical thinking. Adept at leadership and building high-value relationships with business partners to drive long-term organizational success.

KEY SKILLS

- Business Development & Pipeline Management
- C-Level Relationship Building
- Market Prospecting & Outreach
- Growth Strategy Development
- CRM Platforms & Lead Generation
- Strategic Sales Presentations & Demos
- Contract Negotiation & Legal Liaison
- Analytical & Tactical Planning

PROFESSIONAL EXPERIENCE

Business Development Manager

2021-12 — Present

International B2B SaaS & Customer Engagement Firm

- Utilize email, LinkedIn, and targeted outreach to qualify and prospect, successfully contacting 80% of new leads.
- Conduct high-level product demonstrations for C-suite B2B clients to increase brand awareness and market penetration.
- Develop and execute comprehensive growth strategies focused on financial gain and customer satisfaction.
- Build and maintain long-term relationships with new and existing enterprise customers.
- Coordinate sales efforts with marketing initiatives to ensure brand consistency and lead optimization.

- Conduct site visits and consultations to evaluate client needs and promote tailored product services.

Senior Business Development Executive**2019-01 — 2021-11*****Leading International Business Services Group***

- Identified and developed breakthrough technologies to create innovative products for retail, hospitality, and corporate industries.
- Collaborated with cross-functional team members to design and execute innovative manufacturing initiatives.
- Maintained a constant focus on consumer expectations to ensure product alignment with market demands.
- Successfully fostered long-lasting partnerships that played a pivotal role in company growth and success.
- Identified emerging trends and leading innovation, driving internal business development improvements.

Business Development Executive**2013-01 — 2018-12*****Major South African Financial Services & Insurance Provider***

- Developed and implemented strategic business plans and marketing strategies to drive overall market share.
- Identified specific high-value prospects and articulated complex value propositions tailored to their business needs.
- Prepared and delivered executive-level business reviews to senior management regarding progress and milestones.
- Managed complex contract negotiations and maintained regular communication with legal professionals.
- Conducted regular site visits to provide hands-on client account management.

EDUCATION

Marketing Management Diploma (Marketing Management & Research)

Durban University of Technology | 2008 — 2011

Matric

Mowat Park Girls High School | 2003 — 2007

CERTIFICATIONS

- RE 5 Exam Certified
- Advanced Negotiation Skills
- Professional Presentation Skills
- Account Development Strategy

LANGUAGES

- **English** (Fluent)
 - **Isizulu** (Fluent)
 - **Sesotho** (Fluent)
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