Shubham Tanna

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PROFESSIONAL SUMMARY

Sales & Business Development Associate obsessed with conversion rates and revenue generation. As a high-agency individual, I have successfully negotiated with 5-star hospitality vendors (**The Lalit, JW Marriott**) and converted **C-suite leads & HNWIs** into paid participants (**Startup Investors Conclave**). As an entrepreneurial self-starter, I built a paid client base from scratch through direct outreach (**Code1o1**). Persistent, persuasive, and perceptive, I leverage an engineering mindset to build mutually beneficial relationships and secure win-win outcomes in the luxury sector.

EXPERIENCE

Inside Sales & Showroom Operations **Mumbai**
Jaguar Land Rover (Modi Motors) | Mumbai | Feb 2026 – May 2026 *Feb 2026 – May 2026*

- **Direct Closing Initiative:** Expanded scope beyond the traditional inside-sales mandate to actively drive floor conversions; independently conducted a vehicle demonstration and secured a luxury booking before formal training.
- **Sales Floor Automation:** Identified an operational bottleneck and collaborated directly with the Showroom Manager to build an automated Excel model for showroom-wide commission calculations, eliminating manual tracking.
- **HNWI Pipeline Management:** Initiated high-volume outbound prospecting to high-net-worth individuals, rigorously qualifying intent and driving high-probability walk-ins to accelerate the floor's sales cycle.

Head of Sales & Strategic Partnerships **Mumbai**
BizDateup Startup Investors Conclave 2024 (National Scale Project) *Sep 2023 – Mar 2024*

- **High-Ticket Negotiation:** Spearheaded venue procurement; personally negotiated commercial contracts with 5-star partners (**The Lalit, JW Marriott, Novotel**) as the primary point of contact.
- **Full-Cycle Revenue Generation:** Managed Meta Ads inbound funnel and executed aggressive cold outreach, personally closing 40+ premium tickets (₹5,000/seat) and converting raw leads into paid attendees.
- **HNI & VIP Relations:** Served as the dedicated relationship manager for C-suite executives, VCs, Angel Investors, and title sponsors (BizDateUp), delivering a premium, high-touch experience.

Co-Founder & Head of Business Development **Mumbai**
Code1o1 (Ed-Tech Start-Up) *Apr 2025 – Present*

- **End-to-End Sales:** Built a profitable client base from scratch (0 to 13 active) via multi-channel acquisition: cold calling parents, door-to-door, and tuition center partnerships.
- **Consultative Selling:** Conducted in-home consultations to identify educational gaps, successfully positioning the curriculum as a high-value solution (**Avg. Ticket: ₹20,000**).
- **Product-Market Fit:** Structured the core Python & AI curriculum based on market demand, managing delivery to ensure high client satisfaction and retention.

Vice-Chairperson (Social Conclave) & Publicity Head (Sattva Festival) **Mumbai**
Students' Council — NMIMS *Aug 2024 – Feb 2025*

- **Growth Hacking:** Engineered a **308% YoY increase** in paid registrations (**81 to 331 nos.**) for Social Conclave by implementing structured sales targets for a **78-person team.**
- **Mass Outreach:** Led launch strategy for the college's first off-campus festival, driving **3,000+ footfall** at JVPD Ground through strategic external partnerships.

EDUCATION

NMIMS (MPSTME) **Vile-Parle**
***B.Tech** in Computer Science & Business Systems* *Graduated May 2026*

- Specialized curriculum blending technical analytical rigor with business management principles. **CGPA: 3.07/4**

SKILLS & INTERESTS

- **Sales Competencies:** Pipeline Management, Cold Calling, High-Ticket Negotiation, HNI Handling, Closing Strategies, Stakeholder Management.
- **Technical Tools:** Power BI/Tableau (Data Viz), SQL, Python, Microsoft Office Suite (Excel/PowerPoint), CRM.

Interests: Representative for the Manchester City Mumbai Supporters Club; **regular participant in expert panel discussions and strategic debates.** Passionate about **motorcycling and performance vehicles.**
Languages: English(Professional), Gujarati, Hindi, Marathi.