

# Kumar Adityan Routray

Bhubaneswar, Odisha | Open to Relocation

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## Summary

Builds the infrastructure behind growth, not just the pitch. Handles the full outbound stack across a mix of industries, covering prospect research, cold outreach, CRM operations, and the technical layer most Business Development people never touch, including domain setup and deliverability tuning.

A mechanical engineering background shows up less in the degree and more in the instinct to fix the system, not just the symptom, whether that means a client objection or a broken workflow. The same technical fluency carries into building interactive business dashboards and tools, not just as a line on a skills list.

## Experience

### **Ideal Global Solutions Private Limited - (Ideal Infra Services)**

Business Development & Corporate Strategy

(April 2026 - Present) Bhubaneswar, Odisha - (On-site)

- Drive corporate growth strategy through data-led digital marketing and B2B lead generation initiatives.
- Optimize marketing funnels to improve lead quality, conversion rates, and cost efficiency.
- Align digital marketing efforts with sales objectives through close cross-functional collaboration.
- Identify high-value market segments, ICPs, and partnership opportunities.
- Build and optimize lead generation systems, funnels, and outreach frameworks.

### **Innovatex Technology Pvt. Ltd.**

Growth & Business Development

(Oct 2025 - March 2026) Jaipur, Rajasthan - (Remote)

- Drive B2B lead generation and outbound outreach across Indian and international markets using email and LinkedIn.
- Identify and engage startup and mid-market companies aligned with Innovatex's service offerings.
- Research target accounts, decision-makers, and business pain points to create relevant outreach.
- Coordinate with internal teams to understand service capabilities and position them effectively during discussions.
- Qualify inbound and outbound leads based on budget, need, and decision readiness.
- Maintain and update lead data, follow-ups, and response tracking to improve conversion rates.

### **PineSucceed Technologies Pvt. Ltd. (CMMI Level 3)**

Business Development & Lead Generation

(June 2025 - Sep 2025) Jaipur, Rajasthan - (On-site)

- B2B Cold mail outreach and partnership development across the US market.
- Introduce companies to PineSucceed's web, mobile, SaaS, and AI services.
- Craft personalized outreach to founders, CXOs, and product leaders.
- Align client needs with our in-house development capabilities to drive qualified conversations.
- Monitor market trends and feedback to enhance outreach strategies and improve engagement with prospects.

## **Electronic Arts - (Hazelight Studios)**

Business Development

(Aug 2024 - Feb 2025) Hyderabad, Telangana - (Remote)

- Supported business development and partnership research initiatives for Hazelight Studios under Electronic Arts.
- Researched gaming industry trends, creator economy opportunities, and audience engagement strategies to support narrative-driven entertainment concepts.
- Developed market insights and partnership recommendations to enhance project positioning and growth potential.
- Strengthened expertise in market intelligence, strategic partnerships, and innovation-driven business development within the gaming industry.

## **SDAD TECHNOLOGY Pvt. Ltd. - (TradeFlock)**

Business Development

(March 2024 - June 2024) Noida, Uttar Pradesh - (Remote)

- Develop and implement strategic plans to drive business growth and achieve revenue targets.
- Identify new business opportunities through market research, client referrals, and events.

## **SiliconIndia - (CIOReview)**

Inside Sales & Business Development (CXO Team)

(Sep 2022 - March 2024) Bengaluru, Karnataka - (On-site)

- Monitored international markets and identified new business opportunities.
- Coordinated the development of marketing materials to promote products and services internationally.
- Developed and maintained a database of international contacts.

## **URC Construction (P) Ltd. - (Rourkela Smart City Ltd.)**

Assistant Executive Engineer

(Aug 2020 - March 2022) Rourkela, Odisha - (On-site)

- Collaborated with civil, design, and project teams to ensure smooth integration of MEP systems
- Managed MEP execution activities including electrical, plumbing, and HVAC coordination on-site
- Handled vendor coordination and contract negotiations, ensuring cost efficiency and timely delivery
- Acted as a bridge between contractors, consultants, and internal teams to resolve on-ground issues quickly

## **TeamLease Services Limited - (Bajaj Finserv)**

Sales Associate

(June 2019 - Dec 2019) Bhubaneswar, Odisha - (On-site)

- Assisted in the development of sales presentations and other marketing materials.
- Established relationships with old clients and provided follow-up services.
- Developed and executed promotional campaigns to increase product visibility and sales.
- Negotiated pricing for products and services with clients.

## **Education**

### **Centurion University of Technology and Management**

Bachelor of Technology (BTech), Mechanical Engineering

(2015 - 2019) - Grade: 7.42 CGPA

### **Kalinga Bharati Residential College**

Council of Higher Secondary Education,

(2013 - 2015)

## **Skills**

- **Business Development & Revenue Growth**  
B2B Lead Generation, Pipeline Development, GTM Support, Market Expansion
- **Outbound Sales & Prospecting**  
Cold Email Outreach, LinkedIn Prospecting, Multi-Channel Outreach, ICP Research, Decision-Maker Mapping
- **Research & Market Intelligence**  
Primary & Secondary Research, Market Research, Competitor Analysis, Sales Intelligence, AI-Assisted Research
- **CRM & Client Management**  
CRM Operations, Lead Tracking, Lead Nurturing, Follow-up Management, Client Relationship Management
- **Partnerships & Communication**  
Partnership Development, Stakeholder Communication, Consultative Selling, Relationship Building
- **Email Deliverability & Business Communication Systems**  
Cold Email Campaigns, Multi-Mailbox Management, Email Warm-Up, Email Deliverability Optimization, SPF/DKIM/DMARC Configuration, Business Email Setup
- **Domain, Hosting & Digital Infrastructure**  
Domain & DNS Configuration, Web Hosting Fundamentals, Google Workspace Setup & Administration, Email Authentication Setup, Website Deployment Coordination
- **Website & Technical Understanding**  
Basic Website Development Understanding, Website Management, Technical Requirement Gathering, Cross-Functional Collaboration with Development Teams
- **AI Assisted Technical Productivity**  
AI-Assisted Troubleshooting, Prompt-Based Research & Analysis, Workflow Acceleration, Technical Problem solving using AI
- **Frontend & Web Familiarity**  
Basic Understanding of website code and Structures, Component-Based UI Concepts, Lucide React Familiarity, AI Powered Web Prototyping
- **Sales & Productivity Tools**  
Apollo.ai, LinkedIn Sales Navigator, ZeroBounce, Smartlead, Saleshandy, Instantly.ai, Zoominfo