

Kumar Adityan Routray

Bengaluru, Karnataka | Bhubaneswar, Odisha | Open to Relocation

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Summary

Business Development and Growth professional with 5+ years of experience across B2B lead generation, outbound sales, market research, and corporate strategy.

Experienced in building end to end prospecting systems, optimizing cold outreach, managing CRM operations, and improving email deliverability. Combines commercial thinking with a technical understanding of domains, business infrastructure, and AI powered workflows to create scalable revenue generation systems.

Experience

Ideal Global Solutions Private Limited - (Ideal Infra Services)

Business Development & Corporate Strategy

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

- Drove corporate growth through data driven lead generation, market research, and digital visibility initiatives.
- Identified high value market segments, ideal customer profiles (ICPs), and business partnership opportunities.
- Managed digital marketing initiatives, including LinkedIn campaigns, newsletters, and website content strategy.
- Built and optimized lead generation funnels to improve lead quality, customer engagement, and conversions.
- Collaborated with cross functional teams to align marketing and sales strategies for sustainable growth.

Innovatex Technology Pvt. Ltd.

Growth & Business Development

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

- Drove B2B lead generation and outbound outreach across various markets through email and LinkedIn.
- Researched target accounts, decision makers, and business challenges to create personalized outreach campaigns.
- Qualified inbound and outbound leads while maintaining CRM accuracy and follow up workflows.
- Collaborated with delivery teams to position IT services based on client requirements.
- Improved outreach effectiveness through continuous market research and campaign optimization.

PineSucceed Technologies Pvt. Ltd. (CMMI Level 3)

Business Development & Lead Generation

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

- Drove B2B cold email outreach and partnership development across the US market.
- Crafted personalized outreach campaigns for founders, CXOs, and product leaders.
- Positioned web, SaaS, mobile, AI, and cloud development services to qualified prospects.
- Conducted prospect research and account qualification to improve campaign performance.

SDAD TECHNOLOGY Pvt. Ltd. - (TradeFlock)

Business Development

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

- Identified new business opportunities through market research, referrals, and industry networking.
- Supported client acquisition by qualifying prospects and coordinating sales discussions.
- Built relationships with prospective clients to expand the company's sales pipeline.

SiliconIndia - (CIOReview)

Inside Sales & Business Development (CXO Team)

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

- Generated business opportunities by engaging CXOs and enterprise decision makers across global markets.
- Built and maintained executive level prospect databases for targeted outreach campaigns.
- Coordinated marketing collateral and campaign support to improve customer engagement.
- Supported inside sales initiatives through research, follow ups, and pipeline management.

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, Mechanical Engineering

(2015 - 2019) - Grade: 7.42 CGPA

Kalinga Bharati Residential College

Class - 12th Science, Council of Higher Secondary Education, Odisha

2015 - Percentage: 48.33%

Saraswati Shishu Vidya Mandir

Class - 10th, Board of Secondary Education, Odisha

2013 - Percentage: 71.67%

Skills

- **Business Development & Revenue Growth**
B2B Lead Generation, Pipeline Development, Growth System, Market Expansion, Digital Visibility
- **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, Relationship Building, PRD Documentation
- **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 Automation, Technical Problem solving using AI
- **Frontend & Web Familiarity**
Basic Understanding of website code and Structures, AI Powered Web Prototyping
- **Sales & Productivity Tools**
Apollo.ai, LinkedIn Sales Navigator, ZeroBounce, Smartlead, and others.