



MIRA RAO

Business Development Executive

market mapping, prospecting, partnership research

Pune, India | mira.rao@example.com | ROLE 11-02

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Business Development Executive with an illustrative 12-year career in business-to-business selling and commercial relationships. Combines market mapping, prospecting, partnership research with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes new-market prospect map, partnership discovery programme and opportunity qualification routine. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced business development executive opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in International Business. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

12 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

market mapping / prospecting
partnership research / outreach
qualification / CRM
commercial research / relationship building

PROFESSIONAL MISSION

Turn a clear brief into dependable business-to-business selling and commercial relationships work: understand the context, apply market mapping and prospecting, record the evidence and explain the limitations before handover.

Career family: Sales & Business Development | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Business Development Executive

Meridian Commercial Services (fictional)

Jul 2023 - Present | Pune, India

Independent ownership of scoped business development executive work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Built segmented account lists and tested relevant messaging.
- Documented joint use cases and referral responsibilities.
- Led brief clarification and prioritised work using market mapping, prospecting and partnership research. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a discovery and opportunity brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of outreach and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Business Development Executive

Northline Commercial Services (fictional)

Jul 2019 - Jun 2023 | Pune, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in partnership research and outreach.

- Defined evidence-based qualification questions.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied qualification and crm to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a reviewed pipeline and handover record so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Clarify customer needs, decision processes and service fit before committing to a proposal.
- Maintain accurate opportunity records and separate pipeline estimates from booked business.
- Coordinate commercial promises with delivery capacity and approved pricing authority.

PROFESSIONAL EXPERIENCE / EARLIER

Business Development Executive

Cedarbridge Commercial Services (fictional)

Jul 2016 - Jun 2019 | Pune, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving market mapping and prospecting using a documented preparation and review process.
- Supported partnership discovery programme by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through commercial research and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Business Development Executive

Cedarbridge Commercial Services (fictional)

Jul 2014 - Jun 2016 | Pune, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with market mapping and partnership research within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

New-market prospect map. Built segmented account lists and tested relevant messaging. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Partnership discovery programme. Documented joint use cases and referral responsibilities. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Opportunity qualification routine. Defined evidence-based qualification questions. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

New-market prospect map

P1 | Jan 2024 - Jun 2024 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in business-to-business selling and commercial relationships; not a real client case study.

Problem. Outreach targeted poorly defined account groups.

Objective. Create a workable response to this issue through market mapping, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Business Development Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Built segmented account lists and tested relevant messaging.
- Prepared the scope with the commissioning team, identified unresolved inputs and used market mapping to turn the brief into a sequenced work package.
- Applied prospecting and partnership research while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. market mapping / prospecting / partnership research / outreach

Deliverables. New-market prospect map - scoped brief; New-market prospect map - reviewed working package; New-market prospect map - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a discovery and opportunity brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for new-market prospect map, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

SPECIALIST PRACTICE

Commercial integrity

The sample focuses on market mapping, prospecting, partnership research. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on market mapping and outreach for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of partnership discovery programme, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.

SELECTED WORK / 02 AND 03

Partnership discovery programme

P2 | Jan 2025 - Jun 2025 | Meridian Commercial Services (fictional)

Problem. Potential partners lacked a clear collaboration model.

Objective. Create a workable response to this issue through prospecting, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Business Development Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Documented joint use cases and referral responsibilities.
- Prepared the scope with the commissioning team, identified unresolved inputs and used partnership research to turn the brief into a sequenced work package.
- Applied outreach and qualification while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. prospecting / partnership research / outreach / qualification

Delivered. Partnership discovery programme - scoped brief; Partnership discovery programme - reviewed working package; Partnership discovery programme - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for partnership discovery programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

Opportunity qualification routine

P3 | Jan 2020 - Jun 2020 | Northline Commercial Services (fictional)

Problem. Teams pursued leads without decision context.

Objective. Create a workable response to this issue through partnership research, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Business Development Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Defined evidence-based qualification questions.
- Prepared the scope with the commissioning team, identified unresolved inputs and used qualification to turn the brief into a sequenced work package.
- Applied crm and commercial research while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. partnership research / outreach / qualification / CRM

Delivered. Opportunity qualification routine - scoped brief; Opportunity qualification routine - reviewed working package; Opportunity qualification routine - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for opportunity qualification routine, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

EDUCATION AND SPECIALIST LEARNING

MBA in International Business

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2012 - May 2014 | completed - fictional record
Focus: market mapping, prospecting, outreach. Specialist study on new-market prospect map; an illustrative learning project, not a published result.

BBA in Business Management

Cedarhaven College of Applied Studies (fictional institution)
Jul 2009 - May 2012 | completed - fictional record
Focus: partnership research, qualification, CRM. Applied coursework in market mapping, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Consultative discovery workshop (2023). Market mapping and outreach in the context of business development executive work. Used reflective exercises and a bounded practice example related to new-market prospect map.

Commercial negotiation practicum (2024). Prospecting and qualification in the context of business development executive work. Used reflective exercises and a bounded practice example related to partnership discovery programme.

Account planning case clinic (2025). Partnership research and crm in the context of business development executive work. Used reflective exercises and a bounded practice example related to opportunity qualification routine.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

No real referee, endorsement, award, publication, membership or licence is supplied.

Use for templates, product demonstrations and test data only. Replace fictional claims and remove the demo label only after approval of real candidate information.

Contact placeholder: mira.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.