

Mira Rao

MR

Business Development Executive

Pune, India mira.rao@example.com Fictional sample

01 Professional profile

Business Development Executive with an illustrative 11-year career focused on market development, partnerships and qualified opportunities. Core strengths include Market mapping, Partner research and Outreach. Selected examples describe the challenge, contribution and handover materials.

EXPERTISE

Core capabilities

Market mapping

Partner research

Outreach

Needs discovery

Commercial proposals

CRM

SELECTED WORK

Partner opportunity map

Partner shortlist and discussion brief

New-market discovery

Discovery findings and market-entry questions

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

02 Professional experience

Jul 2022 - Present

Business Development Executive

Asterline Commercial Services · Pune

Delivered defined workstreams in market development, partnerships and qualified opportunities, coordinating reviewers and delivery partners.

- Mapped partner capabilities and complementary audiences, then prepared tailored introductions.
- Collected structured prospect feedback and separated confirmed needs from hypotheses for further testing.

Jul 2018 - Jun 2022

Business Development Executive

Northmere Commercial Services · Pune

Supported progressively more complex work in market development, partnerships and qualified opportunities, with a defined review process.

- Used market mapping and needs discovery on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

Sales Associate

Cedarfield Commercial Services · Pune

Built foundations through supported assignments, observation and practical feedback.

- Assisted with partner research and commercial proposals, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

03

Commercial case studies

Open doors with a relevant conversation.

WORK EXAMPLE 01 / ILLUSTRATIVE

Partner opportunity map

Context

The team lacked a clear view of potential channel partners.

Contribution

Mapped partner capabilities and complementary audiences, then prepared tailored introductions.

Prepared for handover

Partner shortlist and discussion brief

WORK EXAMPLE 02 / ILLUSTRATIVE

New-market discovery

Context

Expansion ideas relied on broad market assumptions.

Contribution

Collected structured prospect feedback and separated confirmed needs from hypotheses for further testing.

Prepared for handover

Discovery findings and market-entry questions

04

Education

2013 – 2015

MBA in International Business

Asterbridge Institute of Professional Studies

Specialist study with a practice focus on market mapping and partner research.

2009 – 2013

Bachelor-level study in the relevant discipline

Cedarhaven College of Applied Studies

Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05

Professional development

2024

Market mapping - advanced practice workshop

Scenario exercises and peer review in market development, partnerships and qualified opportunities.

2025

Needs discovery - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06

Practice & evidence notes

Work focus	Evidence status	Contribution scope
Market development, partnerships and qualified opportunities	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.