

REETASH CHOWTHEE

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PROFESSIONAL PROFILE

Results-driven CEO with extensive experience in Software as a Service (SaaS) leadership and business development. Proven success as a Co-Founder/CEO, demonstrating strategic vision and effective management in various ventures. Adept at building and growing businesses, with a strong track record in sales and account management. Exceptional expertise in the financial industry, with previous roles as a Financial Advisor and Account Manager. Demonstrated success in international markets, including New Zealand and South Africa. Strategic thinker with a hands-on approach, adept at building and leading high-performance teams. Strong financial acumen and a history of delivering impactful solutions to enhance operational efficiency and market presence.

SKILLS

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|------------------------|---------------------------|------------------------|
| • Executive Leadership | • Financial Expertise | • Problem Solving |
| • Business Development | • Entrepreneurship | • Multi-tasking Skills |
| • Strategic Vision | • Mentorship and Advisory | • MS Office |
| • Sales and Marketing | • Team Leadership | • Communication Skills |

CORE COMPETENCIES

- Successful co-founder and CEO with expertise in business development and management.
- Demonstrated success in building and scaling brands, such as Bean Trader.app and Xenocorp.
- Successfully managed accounts in different regions, showcasing adaptability and cultural awareness.
- In-depth knowledge of financial markets, investment strategies, and wealth management.
- Excellent speaking, listening, and verbal communication skills.

WORK EXPERIENCE

Biz Ignite Digital Marketing Agency

Sales Director | 2023 – Present

- Developed and implemented targeted sales strategies, contributing to a consistent quarterly growth of client acquisitions.
- Mentored and coached sales team members, fostering a culture of continuous improvement and skill development.

Bean Trader.app

CEO - Software as a Service | 2022 – 2023

- Spearheaded the development and execution of the company's strategic vision, positioning Bean Trader.app as a leading player in the SaaS market.
- Cultivated a high-performance culture within the SaaS team, fostering innovation, collaboration, and professional development.

Brand Pulse Monitor

Co-Founder/CEO SaaS Business Development Manager | 2019 – 2022

- Co-founded Brand Pulse Monitor, conceptualizing and implementing a SaaS platform that revolutionized brand sentiment analysis in the market.

- Fostered collaboration between sales, marketing, and product teams, ensuring alignment with customer needs and market trends.

Mdirect Enterprises

Business Advisor

- Identified new market segments and expansion opportunities, advising on successful market entry strategies.
- Provided expert guidance on business strategy, leading Mdirect Enterprises through a comprehensive review and subsequent overhaul of its strategic initiatives.

Xenocorp

Founder/CEO/Key Account Manager | 2019 – 2023

- Developed and executed branding strategies, establishing Xenocorp as a reputable and recognizable brand within the target market.
- Collaborated with clients to understand their unique needs and challenges, providing tailored solutions that exceeded expectations.

EDUCATION

- **AI Prompt Engineering 2023, University of Arizona**
- **Financial Markets Certificate - 2022, Yale University**
- **Master of Business Administration - MBA, Major in International Marketing, MANCOSA, 2020-2021**
- **Certified Business Success Coach, Mentorship and coaching in business, American Union of NLP, 2015 - 2015**
- **Diploma in Management Studies, Business, Management, Marketing, and Related Support Services, Mancosa Business School, 2003 - 2003**
- **Certificate in Management Studies, Business Administration and Management, General, Mancosa Business School, 2001 – 2001**
- **Certified Financial Advisor, Liberty, 2001-2001**
- **Diploma in Bookkeeping, Damelin, 1997-1997**
- **Certificate in Sales and Marketing, Damelin Business School, 1995-1995**
- **Certified Financial Advisor, Old Mutual, 2004**

AUTHORED

- **From Zero to Millions With ChatGPT (available on Amazon)**
- **Top 5 Consumer Trends for 2022**
- **The Pet the Dog Strategy to a Happy Life**
- **Disruption and Adoption**

REFERENCES

Available upon request