VINAYAK SOMA

CUSTOMER SUCCESS AND ACCOUNT SUPPORT | B2B TECHNOLOGY SOLUTIONS

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PROFESSIONAL SUMMARY

Customer-facing technology professional with B2B and B2C experience at HP, Accenture, Apple, and TELUS. Explains technical products in plain language, identifies customer needs, and keeps account follow-ups and CRM records organized. Combines product knowledge with clear communication to resolve customer questions.

CORE SKILLS

Customer Support: Customer Relationship Management, Customer Needs Assessment, Customer Issue Resolution, Account Coordination, Customer Follow-up

Technology and Product: Product and Service Education, Technical Product Support, Troubleshooting, B2B Technology Solutions

Collaboration and Tools: CRM Documentation, Cross-functional Collaboration, Sales Process Support, Salesforce, HubSpot CRM, LinkedIn Sales Navigator

PROFESSIONAL EXPERIENCE

Inside Sales Representative | HP Canada, Mississauga, ON *Feb 2026 - Sep 2026*

- Advised business customers on HP hardware, software, and support options, from quick orders to solution-based deals.
- Maintained opportunity and account information in the CRM and tracked follow-ups through each sales stage.
- Collaborated with colleagues to address customer questions, clarify product requirements, and coordinate next steps throughout the sales process.
- Reviewed existing accounts during regular check-ins to identify additional product and support needs.

Inside Sales Representative | Accenture, St. Catharines, ON *Mar 2025 - Jan 2026*

- Managed communication and follow-ups for 40+ B2B and B2C contacts, documenting customer requirements and next steps in CRM.
- Engaged contacts to understand their needs and discuss digital advertising solutions.
- Qualified leads using the BANT framework, worked with colleagues to match solutions to requirements, and helped junior teammates with CRM use.

Technical Sales Specialist | Apple, Mississauga, ON *Dec 2023 - Feb 2025*

- Supported 20+ customers weekly with product selection, technical questions, and troubleshooting, explaining solutions in clear, accessible language.
- Used knowledge of Apple's products, services, and Genius Bar repair processes to give customers fast, accurate answers.
- Worked with team leaders to identify repair issue patterns and communicate recurring service issues.

Retail Sales Associate | TELUS Communications, Toronto, ON *Oct 2022 - Nov 2023*

- Maintained CRM records for 100+ active customer accounts, supporting account reviews, questions, and follow-ups.
- Advised customers on mobile devices, service plans, and billing in person, by phone, and by message.

Assistant Sales Manager | Reliance Jio, Mumbai, India *Sep 2016 - Mar 2019*

- Coordinated 12+ sales representatives across retail locations, supporting customer service and consistent processes.
- Coached representatives on customer conversations, product information, and follow-up practices.
- Supported CRM adoption among sales representatives across retail locations.

EDUCATION

- Information Systems Business Analysis | George Brown College, Toronto, ON | 2021
- Project Management | Durham College, Oshawa, ON | 2020
- Bachelor of Electronics & Telecommunications | University of Mumbai, India | 2016