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I Business Development | Sales & Marketing I

Proactive and creative sales & marketing professional with a demonstrated record of achievement in conceiving & implementing ideas that fuel marketplace presence and drive revenue

Location Preference: Mumbai/Pune

Profile Summary

- A result-oriented professional offering over 23 years of career distinguished by commendable performance in Business Development, Sales — Marketing (16 years) & Service Industry (7years)
- Drove top-line growth by converting prestigious End-users into regular clients and developed expertise in Client Relationship Management
- Strong knowledge and experience in designing go-to-market strategies & direct sales.
- Directed and measured execution of sales & marketing plans to meet and exceed sales and revenue commitments/ goals.
- Excellent communication, presentation, and organizational skills; outstanding problem-solving, coordinating, and supervisory skills

Academic Details

- Bachelor of Engineering- Mechanical from Pune University in 2001, II Class
- HSC— Mumbai University 1st Class in 1997
- SSC— Mumbai University 1st Class in 1994

Core Competencies Sales & Marketing

- Analyze market trends to launch new products, by doing research of Industry, Identifying the competitive market, identifying market gaps, identify barriers to entry, & creating a **Sales forecast**.
- **New Client & OEM development by referrals, network, recontacting old customers, connecting competitor clients.**
- Consultant engagement, by meeting new consultants, developing good relations with consultants.
- End User engagement by providing live product demo and presentations.
- CRM, customer relationship management.
- Strategy planning.
- Team management.

Organizational Experience

Since July2023- Till date, with M/s Darwin Motion Pvt Ltd, as General Manager-PAN India, Business Development (VFD- Variable Frequency Drives)

Key Result Areas:

- Meeting consultants, Hvac contractors, approving products with consultants & End-users, meeting Industrial end clients to generate business for VFD's.
- Channel partner development for VFD's.
- Handling OEM's
- Industrial Customers: Pharmaceuticals, Oil & Gas, Cement Industries, Chemical process Industries, Datacenters.

Since August 2021-June 2023 with M/s Danfoss Industries Pvt Ltd as Manager West- VFD. (HVAC- For Datacenter, Building technologies, Industrial & Pharmaceutical segment)

Sales Products: VFD's (variable frequency drives), PICV Valves, Turbocor Oil Free Compressors.

Key Result Areas:

- Meeting consultants, contractors, approving products, meeting end clients to generate business.
- Handled Pune & Ahmedabad Metro rail Project's. (Sales, FAT, Logistic control, technical support regarding commissioning Danfoss Engineer at Site).
- Developed OEM's- Citizen AHU, WILO Pumps.
 - Maintain Order value & Turnover (PAN India for Datacenters), Commercial, Industrial, Pharmaceuticals' & HVAC Projects (West region)

Maintain Order value & Turnover of the region West - Maharashtra & Goa for Building technologies & Pharmaceuticals.

Nov'2016 — Feb'2021 with M/s SIEMENS LTD; Smart Infrastructure division, as Manager Sales — Region west (Maharashtra, MP, Gujrat, Goa)

Sales Products: Valves for HVAC

Key Result Areas:

- Team handling of Siemens authorized channel partners for sales and after sales services for region west.
- Meeting consultants, contractors, approving products, meeting end clients to generate business & impart updated product trainings to team of channel

partners in each state.

- **Maintain Order value & Turnover with channel partners as per the commitments/goals, decided for every month or quarter.**
- **Customers handled: Airports, Metro Rail, Water Treatment, Pharmaceuticals.**

Highlights:

- Developed authorized channel partners in region Goa, Mumbai & MP, also identified for Nagpur area & assured revenue of INR.50lacs from Goa & INR.50lacs from MP.
- Organized successfully, an ISHRAE Chapter in Nagpur for Siemens building products. Certificate & Trophy awarded for the same.
- Converted esteemed projects like Marriott Nasik, MASA Hotel Juhu, Radisson Nasik, and Novotel Pune, etc.; in to regular clients by aggressively following up with end-users and consultants.
- Was awarded best performer award at Siemens in the year 2017
- Provided training sessions on Siemens products for EU, contractors and consultants.

Feb'2014 — Nov'2016 with M/s Belimo Actuators India Pvt Ltd; Mumbai,
as Asst. Manager Sales, Region — Maharashtra & Goa
Sales Products: Valves for HVAC

Key Result Areas:

- Responsible for direct sales and marketing activities of Air side (Damper Actuators) & Water side products (control valves).
- Maintaining and developing old and new customers.
- Meeting consultants, contractors, approving products, meeting end clients to generate business.
- Maintain booking and billing of the region West (Maharashtra, Goa)

Highlights:

- **Project Order bookings regularly from Top contractors like, Blue star Ltd, Voltas Ltd, & Sterling & Wilson, Pharmaceutical, Oil & Gas & Water treatment Industries.**
- **Provided presentations with consultants for Belimo Innovative Energy valve & other Belimo products.**
- **Developed partners in Pune and Goa region.**
- **Generated project business in region Goa, value INR. 80 lacs with HBS project.**
- **Assured business of INR.1 Cr from region Goa from pharma projects.**
- **OEM handled, M/s Stulz, M/s Vertiv.**

Nov'2008 - Jan'2014 with M/s Bluestar Ltd: as Deputy Manager, National accounts, PAN India.

- > Sales Products: VRF

Key Result Areas:

Responsible for generating customers having,

- Pan India expansion plans
- Centralized decision making
- Single point of contact
- Rate contract agreement

Highlights:

- Booked PAN India account with Mandhana Designs, so called Being Human Brands for their apparel's outlets.
- Done projects with software MNC's like Persistent Pune & Tech Mahindra for VRF's.

Responsibilities:

- Direct Sales activities include visiting new and old customers, doing follow-up and generating enquiries, collections etc.
- Reading and interpreting drawings
- Responsible to handle tendering proposal, techno commercial Documentation and cost estimation. Responsible for making proposal for the Project independently.

Sept' 2001-Oct'2008 with M/s Quality Test Services as a business partner.

Job profile:

QTS Pvt Ltd; is a NABL material testing laboratory and NDT Services Company. Responsible for Material testing (NDT) in Refineries like HMEL-Bhatinda, BORL-Beena MP, and HPCL- Mehul Mumbai.

Responsible for Sales activities & generate business as well to perform Ultrasonic test, DP (dye penetrate) test, PMI test, Hardness testing etc.

Clients: Offshore infrastructures, Satnam Global infrastructures, Naftogaz India, Technip Ltd.

Personal Details

Date of Birth: 31.07.1978

Linguistic proficiency: Fluent in English, Hindi & Marathi

Address: Ambika Prasanna CHS; Flat-402, Karnik Road, Kalyan-West. Pin 421301

Place: Mumbai

(Rohit A Surve)