



# Kunal Gupta

## My Contact

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## Hard Skill

- KNX, DALI, IoT Platforms
- Product Market Research & Analysis
- Sales Strategy & Execution
- Channel Partner Management
- Product Lifecycle Management
- Testing & Validation
- Business Copywriting & Documentation

## Area Of Interest

- Swimming
- Running
- Cycling
- Reading Books

## Education Background

- XAVIER INSTITUTE OF ENGINEERING  
*Bachelor of Engineering (EXTC) , 2021*
- G.N KHALSA COLLEGE, Matunga  
*Higher Secondary School Certificate (12th) , 2017*
- Don Bosco High school, Matunga  
*Secondary School Certificate (10th) , 2015*

## Achievements

- 2024
- Strengthen client and specifier relationships, positioning GM Modular as a trusted leader in home automation solutions.
  - Improve workflows to enhance operational efficiency, reduce turnaround times, and optimize project delivery.
  - Drive market share growth by expanding business volumes in untapped regions and aligning strategies with organizational goals.
- 2023
- Managed end-to-end development of 6-7 products for a successful 2024 launch.
  - Collaborated with marketing on positioning and content creation.
  - Analyzed post-launch metrics and user feedback for improvements.
  - Initiated and refined innovative product ideas for market entry.
- 2022
- Successfully launched a VDP product from inception.
  - Introduced two new KNX products strategically.
  - Sourced and launched KNX, DALI, Modbus, IoT, VDP, and Access Control products, bridging key gaps.
  - Contributed to two product videos highlighting features and benefits.

## About Me

Innovative and results-driven professional with expertise in KNX, DALI, IoT platforms, and home automation solutions. Proven track record in launching high-impact products, driving sales growth, and leading cross-functional teams to achieve business goals. Adept at market research, GTM, product innovation, and building robust channel partnerships to penetrate competitive markets. Passionate about leveraging technology to deliver customer-centric solutions.

## Professional Experience

### Independent Consultant / Product Strategist

March 2025 – Present | Mumbai, India



### GM Modular Pvt. Ltd. | Asst. Manager- Home Automation

Promoted: May 2024 – March 2025

#### Leadership & Team Management

- Lead a team of 15 professionals across India, driving alignment with business objectives and fostering a high-performance culture. Provide strategic guidance on sales strategies, client engagement, and operational processes to achieve sales targets. Conduct training and mentoring programs to enhance team skills in automation products and customer relationship management.

#### Business Development & Market Expansion

- Spearhead the expansion of GM Modular's Smart Home solutions by building partnerships with ASIs, architects, builders, and consultants. Increase sales network coverage by 30% across high-potential regions and expand into underperforming territories. Develop and execute strategies for onboarding dealers and distributors, strengthening market penetration and client retention.

#### Project Execution

- Oversee end-to-end execution of large-scale automation projects, ensuring timely delivery and adherence to client specifications. Streamline inventory management and material dispatch processes, optimizing resource allocation and reducing project turnaround times. Collaborate with cross-functional teams to address challenges, ensuring consistent quality for luxury automation projects.

#### Sales Strategy & Revenue Growth

- Design and implement Go-To-Market (GTM) strategies, achieving a projected 30% revenue growth for new and existing products. Optimize pricing structures, sales strategies, and forecasting processes to align with regional demands and improve profitability. Leverage market insights to enable data-driven decision-making and strategic resource planning.

### GM Modular Pvt. Ltd. | Engineer – New Product Development

March 2022 – April 2024

- Product Lifecycle Management: Directed the end-to-end lifecycle of KNX, DALI, IoT, and VDP products, including market research, product testing, and certification processes to ensure successful market readiness.
- Strategic Collaboration: Worked closely with marketing and product teams to craft targeted positioning strategies and promotional materials, enhancing product visibility and market impact.

#### Key Contributions:

- Launched two key KNX products and a VDP, filling critical gaps in GM Modular's product portfolio and boosting competitive positioning.
- Pioneered the development of product showcase videos, effectively highlighting features and benefits to targeted customer segments.

### Books2Trees | Founder

August 2021 – February 2022

#### Key Responsibilities:

- Pioneered and directed the startup, merging environmental conservation and education to create a compelling vision.
- Led a dynamic team of 10 members from inception, steering them towards the company's mission and goals.
- Conducted in-depth market research and analysis, aligning strategies with current market trends for informed decision-making.
- Initiated and nurtured productive relationships with potential partners and clients, cultivating valuable collaborations.
- Efficiently managed collaterals to guarantee cohesive and impactful messaging in alignment with the company's overarching vision.