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📍 India & Overseas

Ashish Mahendra Kulkarni

Senior Level Professional – Sales & Business Development

Impressive success in setting up & delivering innovative business solutions across multiple industries and consistently achieving revenue growth, profit & business growth objectives in competitive environments, targeting senior-level assignments in Sales and Marketing and Business Development with an organization of high repute

PROFILE SUMMARY

- A Strategic Leader with experience in Sales & Marketing, Market/Business Development, Client Relationship Management, Digital Marketing, and Team Management. Multiple industry experience including **Ed-Tech/Academia**, IT Companies, and Entertainment Industry
- Proficient in preparation of business strategies, competitors profile & monitoring operations at regular intervals, and developed strategies for specific territories to ensure wider market reach and deeper penetration
- Successfully enhanced the business contribution by over achieving the targets and contributing to more than 50 Lacs sales working with Amrata Technologies OPC Private Limited
- Forged strategic partnerships with key industry leaders such as CountryClub, Hotel Lemon Tree, ICAR, Barbecue Nation resulting in business expansion; positioned Amrata Technologies as a leader by delivering a cutting-edge technology solutions for various aspects of almost all connected industries and society
- Skillfully organized various promotional activities/events and escalated business, profitability, and market coverage. Excellent negotiator, skilled at aligning resources, managing multiple tasks simultaneously, analyzing risk, evaluating results, and implementing changes

AREA OF EXPERTISE

Strategic Business Development

- Strategic Thinker with capabilities in augmenting business & achieving Y-o-Y sales growth; in-depth understanding of diverse markets as well as different models of business
- Highly skilled in setting strategic goals, making decisions, and enabling smooth day-to-day operations; drove process improvement, enhanced productivity, and brought down costs

International Sales/Market Growth

- Proficient in analyzing sales by promoting schemes and contributing to achieving business goals by managing key accounts and coordinating for sales across PAN India, UAE, and the US
- Honed abilities in identifying potential, deconstructing complex situations, and further conceiving and implementing streamlined solutions that have led to increased revenues and profitability across market

Key Account Management

- Skilled at enhancing opportunity pipeline, key account strategy, and market share database to penetrate in the market for business expansion by keeping abreast of market trends and competitor moves to achieve market-share metrics
- Proactive in maintaining knowledge on competitor activities, and providing technical assistance via Pre and Post-Sales support to Dealers and their Sales Engineers

Team Management

- Spearheaded team and guided them in implementing business development plans which included customer relationship management; networking camps for enhancing delivery and service quality norms

CORE COMPETENCIES

- Revenue & Business Growth
- New Business Alliances
- Business Strategy & Execution
- Escalation Management
- Channel Marketing Strategies
- Client Engagement
- P&L Management
- Brand Building
- Market & Competitor Analysis
- Key Account Management
- Leadership Skills

EDUCATION

- B.Sc. (IT) from Jiwaji University, Gwalior in 2011
- Diploma in Information Technology (GNIIT) – NIIT Ltd., Hyderabad, Telangana

IT Skills

- Knowledge of OS like Windows 10, 8, 7, Microsoft Office (Excel, Word), HTML5, SQL, Digital Marketing (SEO)

WORK EXPERIENCE

May'17 Till Date: Amrata Technologies OPC Private Limited as Business Development Manager

Key Result Areas:

- Expanding and growing business in the assigned area by coordinating with the sales team and developing a strategic road map for revenue growth

- Rolling out benefits for the dealers by working closely to provide application support & commercial support keeping in mind the growth of the organizations
- Collaborating with various stakeholders from education industry for offer Edtech & Academia services
- Developing an effective understanding of Edtech products and services
- Planning & analyzing business promotion activities to ensure business growth, identifying gaps, and suggesting action points to the management for bridging these gaps
- Conducting market research to identify ideas for growth; coordinating with teams for services and marketing to meet the customer requirements
- Establishing sales process, input, and output KPIs across the business development vertical and ensuring smooth business operations as per AOP
- Liaising with various support functions for after-sales support services and providing technical back-up as required
- Coordinating with mid and senior-level management on business trends for developing new services, products, and distribution channels
- Presenting the weekly reports ensuring the accuracy of data to develop the business plan across the organization

Highlights:

- Successfully added more than 10 clients contributing to high business expansion possibilities in the Pune region
- Bagged deals with high potential customers from various industries including hospitality etc.
- Strategically compiled and analyzed training statistics to increase productivity within the company
- Efficiently negotiated fixed-price contracts to secure 100% of territory business
- Implemented STAR (Situation, Task, Action, Result) Technique to resolve the issues and achieve higher productivity

PREVIOUS EXPERIENCE

Aug'15-Apr'17 with Shakti Smart Solutions as Business Development Manager

Highlights:

- Nurtured relationship with clients and implemented new business opportunities grabbing the business orders of around 30-50 Lacs
- Played a key role in initiating and creating a new process to improve operational efficiency
- Maximised and achieved enhanced distribution through Strategic Sales Initiatives and Negotiation capabilities
- Communicated with cross-functional departments to monitor and analyze data to seek further market opportunities

Feb'13-Aug'15 with Shama Exhibit & Decorator as Operations Manager

- Worked towards the expansion of the business by scheduling and monitoring all site activities
- Developed and implemented plans to improve productivity and efficiency within the local operation
- Ensured high-level customer service and profitability by scheduling/confirming the qualified consistently
- Managed event staff, hiring process, and training of new employees with focussed leadership, motivation while providing direction and support to an existing team

PERSONAL DETAILS

Address : Flat No.706,A-wing,AnjanaRealtyMngdewadi,Katraj Pune-411046
 Date of Birth : 12th May 1990
 Languages : English, Hindi, Marathi, and Kannada