

AAKASH RAVAL

Profile

Account manager with 5 years of experience in managing key International and Domestic accounts, B2B and B2C sales, growing new businesses, primary and secondary research, business development, and willing to make a career into sales and marketing.

Skills

- Key Account Management
- Sales (B2B and B2C)
- P&L Management

Key Focus Area

- Revenue Growth
- Client Retention
- Positive Cash Flows
- Business Expansion
- New Customer Acquisition
- Cross-Functional Collaboration

Work Experience

(5 Years)

Key Account Manager/Business Development: APAC and the USA.

(3 Year 6 Months)

Arvind Limited – Composite Products

Sep 2018 – Present

- Managing the strategic business relationship between Arvind and **Key accounts** in the geographic region of the **USA, SEA and AUS/NZ**
- To develop partner strategy, strategic account plans, and devising key matrix like growth opportunities, action planning, and revenue forecasting for each accounts.
- Liaising between Accounts and Arvind to understand their requirements and suggesting practical solutions and deliver appropriate products. Managing relationship with the CXO's, key stakeholders in the accounts.
- Responsible for the **entire sales cycle** starting from lead identification, addressing RFQ's, proposal and presentations, techno-commercial negotiations, and closing of the deals.
- Ensuring a strong **sales pipeline** to achieve **annual sales targets** set for the assigned territory.
- Analyzing and continuously monitoring the requirements and needs of the Key Accounts to **upsell** and **cross-sell** products.
- Coordinating with cross functional teams, both internally (Sales Support, Backend, Accounts, and Logistics) and externally to ensure business target achievements and meeting customer expectation.
- Ensuring the Top Line and Bottom line objectives are achieved as per the company's plan.

Key Achievements :

- Y-O-Y growth of ~26% for the assigned Key Accounts from FY18-19 till FY21-22.
- Contributing a healthy 22% margin from the Key Accounts compared to the 15% business average.
- Increase in revenue from **USD 0.9 Million in FY18-19** to **USD 4.2 Million in FY20-21** from the assigned accounts.

Market Development Manager: Channel Sales and Management

(1 Year 6 Months)

Cera Sanitaryware Limited – Construction Chemical products

April 2017 – Sep 2018

- The role included reaching out to a new set of customers through expansion into new geographies and new market segments by the appointment of **distributors and dealers** across Gujarat.
- Achieving **primary and secondary** sales ensuring effective reach and distribution of the products.
- Regularly meeting Distributors, Dealers, Key Accounts, Company stores to ensure smooth supplies and services for the channel.
- Carrying out market surveys to assess the potential of the product and gathering information on the competitor's pricing and schemes.
- Creating and implementing various **BTL** promotional activities to drive sales resulting in an increase in Brand Visibility and Awareness about the products.

Key Achievements :

- Exploring and setting up of 5 new centers/distributors in 6 months of the launch of the new vertical across Gujarat.
- Devising and implementing Channel Schemes to facilitate the participation of all channel members.
- Increase in average sales up to **17%** based on the average performance in 2017-18 of the centers.

Business Development Intern: IT products

Zippr Private Limited, Hyderabad

April 2016 – June 2016

- **Project 1:** Business Development by onboarding customers for Zippr.
 - Approaching prospective clients through various mediums for selling Zippr API.
 - Analyzing their needs and suggesting services/solutions based on their requirements.
- **Project 2:** Competitive analysis for Product Development of MyHamlet app.
 - Collection of user activity data of MyHamlet App and finding co-relation between them.
 - Analyzing the data to formulate market entry strategies and also to drive user engagement of the app.

Education

2015 – 2017

Master of Business Administration

Institute of Management, Nirma University

2010 – 2014

Bachelors of Engineering in Mechanical

C.U.Shah College of Engineering and Technology
Gujarat Technological University

Accomplishments

- Certificate in the course on **Account-Based Marketing foundation** by LinkedIn.
- Certificate in the course on **Consulting Foundations-Client Management and Relationship** by LinkedIn.
- Certificate in the course on **Excel – Market Research Strategies** by LinkedIn.
- Certificate in the course on **Solution Sales** by LinkedIn.
- Represented C.U.Shah College of Engg and Tech in Citizens for Accountable Governance Conference, Delhi.

Extra-Curricular Activities

- **Coordinator**, Optimus Club at Institute of Management, Nirma University (2015-2017) responsible for promoting Optimus club across various channels.
- **Core Committee Member** for " Prayojan 2015 " and " Utkristha 2016 " the Management Conclave at Institute of Management, Nirma University (2015-2017).
- **Core Committee Member** for the National Level Event " Advaita 2014 " at C.U.Shah College of Engg & Tech (2010-2014)