

# ROHAN REDKAR

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## Professional Summary

Experienced Technology Business Leader with over 14 years of experience in multiple industries. Excellent reputation for Business Growth / Development, resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saving costs while increasing profits.

## Skills

- Cloud sales (Cloud Native, Serverless technology)
- Technology Sales (SaaS)
- Effective leader
- Coaching and mentoring
- Solution selling
- Sales presentations
- Strategic account development
- Extensive personal network
- Accomplished manager
- Strategic planning
- B to B sales
- Business development and planning
- Sales processes
- Analytical problem solver
- New business development
- Sales reporting
- Account management
- Review of contracts
- Closing techniques
- Sales process engineering
- Presentation design
- Relationship development
- Business impact analysis
- Negotiations
- Payment reconciliation
- Performance monitoring
- Team leadership
- Process evaluations
- Performance optimisation
- Business and technical analysis
- Technical consulting
- Process and procedure development
- Correction action planning
- Product demonstrations
- Proposal development
- Growth planning
- Stakeholder relations
- Digital media sales

## Work History

### VP - Digital Transformation

Aug 2016 - Current

Kitsune Cloud Solutions Pvt Ltd (A NowFloats Co.)

Mumbai, Maharashtra

- Acquired 90% of the teams clientele till date
- Delivery management , account management, up-sell and cross-sell with multiple approaches and offerings have followed
- Grew market penetration and sales figures by leveraging relationships and personally overseeing negotiations resulting in 70% revenue increase
- Developed compelling presentation decks to gain approval for ideas and communicate results
- Built deep relationships with business owners and partner teams by employing industry expertise and knowledge, strategies and sales tactics
- Created and implemented new business opportunities by utilising strategic networking strategies
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations
- Engaged in demonstrations, consumer awareness and acquisition initiatives to raise awareness and revenues
- Managed revenue models, process flows, operations support and customer engagement strategies
- Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and profits
- Collaborated with upper management to implement continuous improvements and exceed team goals

### Business Director

Mar 2015 - Aug 2016

UN Square Advertising

Mumbai, Maharashtra

- Acquired key clientele to boost current portfolio by 70%
- Established, initiated and optimised business development strategies based on company targets, product specifications, market data and budget factors.
- Developed and implemented favourable pricing structures balancing firm objectives against customer targets.
- Negotiated, prepared and signed contracts with clients.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Serviced existing accounts on regular basis to maximise revenue.
- Grew business sales by 90% through effective cross-selling, exceptional customer service and cold calling.

- Used consultative sales approach to understand customer needs and recommend relevant offerings.
- Interacted with problematic accounts, helping to build lasting rapport and boosting revenue opportunities.

### **Assistant General Manager**

May 2013 - Feb 2015

NetCore Solutions Pvt Ltd

Mumbai, Maharashtra

- Joined as Group Sales Manager and was leading an Enterprise Team as Assistant General Manager within two years
- Delivered full-scale business strategies resulting in increased customer satisfaction and operational enhancement.
- Gained territory by negotiating beneficial contracts and conducting numerous cold calls.
- Mentored and motivated team members to efficiently achieve challenging business goals.
- Built and strengthened area partnerships to reap benefits such as new revenue channels and enhanced awareness.
- Performed pricing and estimates based on customer needs and requirements.
- Motivated, trained and disciplined employees to maximise performance.
- Resolved problems promptly and effectively to elevate customer approval.
- Enforced quality assurance protocols to deliver ideal customer experiences.
- Cultivated performance-based culture based on individual accountability, goal attainment and team achievement.
- Boosted revenue by implementing sales cycle procedures related to new business development and contract agreements.
- Engaged team members and improved performance by delivering daily updates and conducting weekly meetings to obtain feedback and convey new policies.

### **Manager - Business Development**

Apr 2012 - May 2013

Datamatics Financial Services Ltd

Mumbai, Maharashtra

- Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
- Streamlined operational efficiencies by delivering recommendations for knowledge-based processes and procedures.
- Collected data and performed customer needs analysis.
- Created reports and presentations detailing business development activities.
- Consistently exceeded quotas through penetration of new accounts.

- Collaborated with peers in other company departments including marketing and sales.
- Applied strategic negotiation and sales closing skills to bring in 10+ new accounts over 12 months.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Compiled product, market and customer data to forecast accurate sales and profit numbers.
- Participated and actively engaged in strategy meetings with other shareholders.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Negotiated, prepared and signed contracts with clients.

### **Strategic Account Manager**

May 2011 - Apr 2012

Dun and Bradstreet information Ser. India Pvt Ltd

Mumbai, Maharashtra

- Closed deals worth more than seven crore in prescribed months
- Supply chain solutions was an experimental business for the organisation and the team more than established the same
- Used consultative sales approach to understand and meet customer needs.
- Established fair pricing structures and finalised contracts to complete supply chain solutions agreements with corporate customers.
- Computed total costs and profit requirements for customer sales to provide accurate pricing.
- Up-sold and closed customer sales by driving product benefits around client needs and increased revenue by 10 times.
- Produced remarkable sales and enhanced numbers by managing complete lifecycle from networking through ongoing account servicing.
- Branded products through effective salesmanship and maintained long-term relationships with clients.
- Maintained routine communication with clients to assess overall satisfaction, resolve complaints and promote new offerings.
- Proactively managed client correspondence and recorded all tracking and communications.
- Exceeded sales goals by 300%
- Maximised business potential by providing excellent customer service and ensuring 100% client retention.
- Conducted on-site product demonstrations to highlight features, answer customer questions and redirect concerns toward positive aspects.
- Used consultative sales approach to understand customer needs and recommend relevant offerings.
- Performed cold-calling and follow-ups with leads to secure new revenue.
- Monitored weekly sales to write reports for senior leadership and streamline operational processes.

## **Senior Key Accounts Manager**

Nov 2008 - May 2011

Sodexo SVC India Pvt Ltd

Mumbai, Maharashtra

- Awarded - High Potential in the second year with 110% achievement.
- Generating business revenue with increasing sales in both Meal and Gift Variants.
- Facilitate various tailor-made solutions for corporate clients in their channel and consumer promotions.
- To understand the communication needs of corporate and offer a Gift-based solution for the same.
- Initiating client tie-ups through comprehensive analysis of their channels and consumer promotion practices across sectors.
- Promoting gift vouchers as a branding tool across organisations.
- Designing customised presentations to address specific client concerns.
- Identifying and developing the unexplored potential market enabling penetration and establishment of new segments/channels.
- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Negotiated agreements between employees to clarify misunderstood directions and resolve conflicts affecting performance.

## **Sales Manager**

Sep 2007 - Jun 2008

Industry Networks FZC

Sharjah, UAE

- Researched and identified opportunities for account growth, account penetration and market expansion.
- Collaborated with peers in other company departments including marketing and sales.
- Kept meticulous client notes in salesforce customer relationship management application.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Consistently exceeded quotas through penetration of new accounts.
- Participated and actively engaged in strategy meetings with other shareholders.
- Elevated account management by predicting potential competitive threats and outlining proactive solutions.
- Set up contracts, negotiated rates and hammered out service terms.
- Brought in new accounts through successful networking strategies and promotional approaches.
- Identified and qualified accounts to assess revenue potential.
- Grew revenue 50% through customer education of business solutions and product offerings.
- Monitored budgeting, forecasting, expenditures and performance for all accounts.
- Created representative and customer sales reports and recommended initiatives for marketing and promotional programs.
- Developed highly profitable pipeline based on multiple sales penetration techniques.
- Maintained weekly sales tracking and leadership reports to support operational enhancement and implement corrective actions.

- Researched and customised service proposals for clients to meet requirements and set profitable compensation scale.
- Boosted sales numbers with proactive account servicing and diligent relationship-building.

## **General Manager**

May 2002 - Aug 2007

Instant Express Pvt Ltd

Mumbai, Maharashtra

- Started as a delivery executive and lead the business as a General Manager within three cycles.
- Delivered business strategy and developed systems and procedures to improve operational quality and team efficiency
- Increased revenue streams by reducing costs, managing schedules and performing variance and risk analysis to implement corrective actions.
- Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
- Launched staff engagement, gender diversity and cultural programs in addition to robust reporting tool that increased operational quality.
- Increased staff retention rate by 60% after implementing new training programs.
- Organised budgets, oversaw P&Ls and achieved margin targets consistently to stay on track with growth plans.
- Reviewed performance data to monitor and measure productivity, goal progress and activity levels.
- Managed budget implementations, employee reviews, training, schedules and contract negotiations.
- Discovered areas of improvement by generating fortnightly operational and sales reports.
- Developed effective business plans to align strategic decisions with long-term objectives.
- Set, enforced and optimised internal policies to maintain efficiency and responsiveness to demands.

## **Education**

### **MBA: Marketing**

Welingkar Institute of Management Development & Research

Mumbai, MH

## **Accomplishments**

- Increased sales by a minimum of 80% with an even higher average