



VAIBHAV KULKARNI

Business Development | Corporate Sales & Marketing | Client Servicing

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👤 CORE COMPETENCIES



- Business Development & Growth
- Team Building & Management
- Key Account Management
- Training & Development
- Product Launch & Branding
- Promotional Activities
- Vendor Management
- Strategic Alliances & Partnerships
- Product Life-Cycle Management
- Product Demonstrations
- B2B Marketing
- Market/ Competitor Analysis
- Client Relationship Management
- Cross-functional Coordination

🎓 ACADEMIC DETAILS

2013: MBA in Marketing from Sinhgad Institute of Technology & Science, affiliated to Pune University, Pune

2011: B.Com. in Marketing from Garware College of Commerce, affiliated to Pune University, Pune

🧠 PROFILE SUMMARY

- **A result-driven professional with MBA in Marketing**, offering **8.5 years** of experience in Business Development and Corporate Sales & Marketing
- **Established and maintained "value added" working relationships with both internal and external stakeholders**, including other Business Development Team Members, Account Executives, in order to ensure effective, efficient, and integrated implementation of business development strategies
- **Experience in all aspects of key account management** including customer segmentation, product positioning & sales cycle management
- **Proven skills in defining effective business solutions** as per the customer needs, with an aim to improve customer contentment and consequently increase customer reliability and generate repeat & referral business
- **Proficient in managing the pre-sales process for clients and partners** from Request for Proposal (RFP) responses through tailored product demonstrations and proposals
- **Front-led the development, continuous improvement and delivery** of customer service and the strategic development of operational requirements, process and technology, to deliver key service outcomes for customers in either a B2B or B2C environment
- **Ensured the highest standards of service** are delivered to customers in order to maximize satisfaction
- **Partnered with client relations to optimize** existing client profitability through business planning & collaboration and deliver increased revenue streams
- **Monitored business & process metrics to measure & manage customer service effectiveness**; analysed and reported departmental income, business trends and employee statistics
- **Expertise in analysing customer inquiries, developing & implementing procedures**, training & motivating Customer Care staff and solving complaints within the minimum time possible

👜 CAREER TIMELINE



Tradeindia.com

Intermesh Ltd.

👜 WORK EXPERIENCE

Since Dec'15 at Indiamart Intermesh Ltd., Pune as Sr. Manager - Client Servicing

Growth Path:

Assistant Manager; Dec'15- Nov'18

Manager; Dec'18-Jan'20

Senior Manager; Since Feb'20

Key Result Areas:

- Achieving monthly, quarterly and annual sales targets by generating revenue from existing paid members
- Ensuring strict adherence of sales process and internal procedures
- Keeping a close track on work in process, customer complaints and accounts receivable
- Assessing local market conditions and identifying current and prospective sales opportunities
- Managing team of Four members, client count of 400 and retaining & renewing customers as well as giving servicing with catalog correction and service feedback connects
- Driving customer delight and ensuring smooth rendering of services
- Acting like a consultant to the client and offering them the recommended services and solutions
- Maximizing weekly revenues by overachieving daily targets assigned to the team and ensuring client satisfaction
- Assigning and designating sales quotas and territories to sales employees, according to individual potential
- Partnering with the marketing, advertising, and production heads to work out strategies and plans for enhancing the overall sales of the company
- Ensuring the departmental objective and marketing activities conform to the sales target
- Maximizing sales opportunities, proactively creating new opportunities and achieving sales targets; developing and managing relationships with industry partners and working with them on business growth opportunities beneficial to all parties
- Researching & evaluating existing business structure by applying various business analysis tools such as SWOT, PEST, and others; formulating end-to-end sales solutions, streamlining operations, while contributing to long-term growth objectives
- Identifying and satisfying the customers prescribed requirements and aligning the end result with the company's internal operations & capabilities
- Upgrading the business development techniques, and helping in enhancing the company knowledge base by participating in training & educational initiatives for mentoring new joinees about products
- Leading business development of new clients and need assessments of existing customers who are based or executing projects in Indian region



PREVIOUS EXPERIENCE

May'13-Dec'15 at Tradeindia.com -Infocom Network Ltd., Pune as Assistant Manager-Business Development



NOTABLE ACCOMPLISHMENT ACROSS THE CAREER

- **Superhero Scheme** for the period of May'20
- **Lockdown Warrior** in April'20
- **Selected from Career Progression Program** and got promoted as a **Sr. Manager**
- **Qualified:**
 - **Bangkok-Pataya Scheme** from May'18 to Jun'18
 - **Superhero Scheme** for the period of May'20
 - **Lockdown Warrior** in April'20
- **Best Performer of the Month** from May'19 to Aug'19
- **Pillar of Success of the Month** in May'18 and Jun'18



EXTRACURRICULAR ACTIVITIES

- Won 1st prize in "Advertisement Competition"
- Acted as in-charge of N.C.C. Department in Garware College of Commerce, Pune
- Successfully organized "Techno Evolution" in MBA



PERSONAL DETAILS

Date of Birth: 23rd May 1989 | **Languages Known:** English, Marathi & Hindi | **Location:** Pune-411024