



VAIBHAV KULKARNI

Team Management | 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 Anaysis
- 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 12 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., as Branch Manager - Client Servicing

Growth Path:

Manager; Dec'18 -Jan'20

Senior Manager; Feb'20 - Oct'24

Branch Manager; Since Sep'24

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 Twelve members, client count of 1000 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 joiners 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. (Tradeindia.com), Pune as Assistant Manager- Business Development

NOTABLE ACCOMPLISHMENT ACROSS THE CAREER

- Superhero Scheme
- Lockdown Warrior
- Selected from Career Progression Program and got promoted as a Branch Manager
- Qualified:
 - Bangkok-Pataya Scheme
 - Superhero Scheme
 - Lockdown Warrior
- Best Performer of the Month
- Pillar of Success of the Month

Certification

- Advanced Leadership and Change Management from Indian Institute of Management Vishakhapatnam
 - Strategic Management from Indian Institute of Management Kashipur, Uttarakhand
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PERSONAL DETAILS

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