

## Pallavi Pathak

Mobile: +91 9673917397 | E-mail: [pallavipathak@rocketmail.com](mailto:pallavipathak@rocketmail.com)  
<https://www.linkedin.com/in/pallavi-pathak-265651192/>

### PROFESSIONAL SUMMARY

#### Profile Summary

- Offering **14 plus years** of experience in **Telecom ,Print Media, Real Estate and SAAS Platform Sales.**
- Experienced in managing & developing teams, their KPIs, targets and imparting regular trainings; concurrently ensured overall pipeline & revenue growth within channel & territory; engaged channels to close sales & deliver services.
- Maximized sales by designing and launching proactive campaigns, developing existing accounts, generating new business through cold calling, referrals and leads follow-up, and customizing sales strategies to address client-specific needs and markets.
- Developed and implemented new B2B sales strategy to maximize sales and retention of commercial accounts nationwide.
- Improved sales policies and practices; defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management; established sales budget, forecast, and business plan to launch partner acquisition and drive revenue; signed profitable, long-term customer contracts.
- Target-oriented team leader with excellent communication, interpersonal & people management skills that have been honed through managing cross-functional team.
- Holding Expertise in Handling Top Strategic Accounts and managing Portfolio of 15Cr Plus in current Organization.

### CAREER CONTOUR



**Director – Strategic Accounts,-Betterplace Safety Solutions**  
**National Head Logistics-October-2022 to March -2023**  
**Director-Strategic Accounts-National-April-2023 till Date.**

**August 2020- Present**

#### Key Achievements/Highlights

- Grown the revenue from 4.5 crores in FY 2021 to 15 Cr in FY 2022.
- Managed the top revenue contributing accounts for the organization at national level business including Dunzo, Ola, Porter, Rapido, Swiggy.MLL etc.
- Increased lines of business from an average of 2 services per client to 3.5 services within the tenure.
- Acquired and scaled business of inactive accounts from zero to MRR of 15 to 50 Lakhs within 4 months – Porter, Parle Group.
- Handled Logistics and Mobility Vertical at National Level and have grown Vertical at 30% YOY
- Have grown accounts Like Dunzo and porter at 200% on YOY basis in terms of revenue.
- Have worked extensively on new acquisition for top FMCG and Traditional Logistics Accounts like Uniliver, Marico, Bludart, DTDC etc.
- Have designed customized SAAS solutioning for Multiple accounts including Delhivery, smollan, DTDC etc.

**Head of Business Development – Oyo Weddingz Bengaluru**

**December 2019 – April 2020**

#### Key Achievements/Highlights

- Managed Entire Business Development For Bangalore and Karnataka for weddingz .in Vertical
- Built up the entire business model for Bangalore and managed team of 8 to 10 Senior Managers.
- Accountable for Acquisitions and Management of Top Banquets and A Lister Properties Across Karnataka.
- Had Onboarded all star properties Like (Radisson, Country Inn, Sarovar Group ) within 1 Month of Joining With total GMV Value Closure of Rs 3.5 CR across Bangalore
- Have Overachieved Targets Pan India For Bangalore Region with highest Per person Productivity.

**Area Sales Manager – Magicbricks / Strategic Accounts**

**September 2018- Dec 2019**

### **Key Achievements/Highlights**

- Managed Top Real Estate Accounts for Bangalore in Strategic account Management Role
- Managing a Portfolio of top 12 Strategic Accounts with a Base of 6 Cr+ Annually
- Handling TOP BCCL Accounts for Times Group-Brigade Group,Salarpuria Sattva,Sobha Developers Contributed among the top billing accounts national.
- Acquired and scaled business of inactive accounts from zero to MRR of 30 to 40 lakhs ,example Ahad Builders, DS Max, few among many.

#### **Senior Manager,99acres-Infoedge**

Growth Path:

Area Manager, Corporate Sales

Business Manager, Corporate Sales

Senior Manager, Corporate Sales

**Dec 2012 – August 2017**

Dec'12-Apr'14

Apr'14-Apr'15

Since Apr'15 –Sept 2018

### **Role and Responsibilities**

- Managed a team of maximum 9 Assistant Managers and Deputy Managers
- Spearheading sales & aftersales services through Team Associates for the Real Estate Division; conducting product & sales training for the team
- Coordinating for ground activities like properties expo & clients retention; establishing corporate goals, short/ long-term budgets & developing annual business plans
- Identifying improvement areas & implementing measures to enhance customer satisfaction and achievement of Annual Operating Plan (AOP)
- Ensuring continuous interaction with the customer to make sure that area of concern can be worked upon for improved service levels
- Developing plans for retail revenue growth and maintaining relationships with customers to achieve repeat/ referral business
- Monitoring cluster & property wise performance for comparative analysis in assigned region & preparing daily report for the management
- Setting out quality standards for various operational areas, ensuring a high-quality customer experience while adhering to the SLAs and work processes
- Achieving sales targets for wireless products; training & recruiting team; setting up AOP(Annual Operating Plan) for the team
- Analyzing business potential, executing strategies to drive sales & augment turnover; identifying & networking with prospective clients; generating business from existing accounts & achieving profitability & sales growth
- Assessing marketing trends, tracking competitors' activities & providing valuable inputs for product enhancement and fine tuning sales & marketing strategies
- Supervising major corporate accounts of Bangalore and focusing on new acquisitions.

### **Key Achievements/Highlights**

- Achieved recognition in 18-19 quarters in entire tenure
- Attained 22 quarters of sales; developed new business & acquired 300-400 new customer base
- Received Knights Award in R&R Category for achieving 150% of assigned targets nationally in Q3 2017-2018
- Nominated for Commander for the Quarter for maximum target vs. achievement for Q3 2016-2017 nationally.

#### **Deputy Manager–94.3 My fm-Dainik Bhaskar Group**

**May 2012– October 2012**

### **Key Achievements/Highlights**

- Managed the entire Pune territory with upcountry Maharashtra locations including Satara, Sangli, Kolhapur, Sholapur and Latur; coordinated with 50 advertising agencies in Pune.

- Handling major corporate national like Quick Heal, Finolex, Piaggio & Force Motors for different features clients and for the entire territory
- Spearheaded marketing related promotion activities & projects for 7 states & 17 cities
- Arranged different BTL activities and Ground activities for clients
- Managed end to end Marketing Campaigns for Bajaj Auto and Tata Green Batteries.
- Generated Revenue of Approx 1.3 Cr within 8 months from 0 base Market.

#### **Assistant Manager-Indian Express.**

**Dec'10-Jan'12**

##### **Key Achievements/Highlights**

- Managed entire classifieds & developed real estate display marketing category for Pune branch
- Coordinated with 45 advertising agencies in Pune
- Coordinated with major corporate clients like Quick Heal, Finolex & Cotton King

#### **Senior Executive – TTML**

**Jan-2008- June-2010**

##### **Key Achievements/Highlights**

- Spearheaded business development & customer service operations across Pune cluster
- Led 4 channels of 30 members for overall retail operations across Pune
- Formulated & implemented strategies to generate revenue through VAS and wireless products up-selling; supervised opening of new CTP in Pune Cluster
- Managed Major Corporate accounts Like Infosys, Tech Mahindra and other IT Companies.

### **ACADEMIC QUALIFICATION**

- PGDM (Marketing & IT) from ICTM, Pune in 2008 with 67%
- BE (Computers-Technology) from MIET, Gondia in 2005 with 60.02%

### **PERSONAL DETAILS**

Date of birth: August 27  
 Languages known: English, Hindi  
 Address: C/O,Sunil Antony,second cross road,Horamavu,Bangalore