204, B Wing, Mermaid-1, Sector-11,

CBD Belapur, Navi Mumbai-400614

Maharashtra (India)

Telephone (M): 91-9821462037

Email: gauravtikku@yahoo.com

**Gaurav Tikku**

*Result oriented professional with a proven track record in Sales & Marketing. Equipped with experience in start-ups, turn around and growth situations, seeks a challenging position to further enhance overall skills.*

* ***Profile Summary:***
* PGDBA from Prin. L.N. Welingkar Institute of Management sciences, with specialisation in Marketing
* Total experience of more than 18 years at top level, in core functions of sales and marketing
* Experience ranges from on field presentations to formulating business plans & corporate strategies
* Marketed to wide arrays of industries ranging from manufacturing /engineering to educational firms
* ***Key skills:***

1. ***Core Sales and Marketing competencies:***

* Designing Business plan & marketing strategies, Creation and management of healthy sales funnel
* Expertise in Concept sales, Solution sales, b2b marketing, using different techniques like Cross selling, up selling, networking, C-suite Level presentations, Inside sales and Account Management.
* Experienced in Institutional sales through participation in tendering process.
* Proficiency in Brand promotion and Event Management (seminars/conferences/Training programmes)
* Skills in developing and executing campaigns for digital Marketing and New product development

1. ***Other Skills:***

* Knowledge of Implementingsystem Improvement initiatives like TPM, ISO standards, 5-S
* Thorough Understanding ofMaintenance philosophies for Industrial assets & Condition Monitoring.
* Dexterity in Recruitment/Talent Acquisition, Performance appraisal, Training and Development
* ***Academic Qualification & Projects****:*
* ***Post-graduation: PGDBA/MBA (Marketing)***
* Academic Years: 2001-2003
* Institute: Prin. L. N Welingkar Institute of Management Development & Research, Mumbai
* ***Graduation: BBA (*Marketing & HR)**
* Academic Years: 1997- 2000
* Institute: Maharishi Dayanand University, Rohtak (Haryana)
* ***Certificates/ programmes attended:***
* Correspondence Certificate course in Leadership Development
* Institute: JMA Management Centre, INC. (Japan)
* ***Relevant Professional Experience:***

1. ***Name of Organisation: VNT- Solutions***

* Organisational Profile: A HR consultancy firm providing services for Corporate training programmes, customised performance appraisal model & Recruitment to corporate clients from varied sector
* Duration: November, 2010 – Present
* Designation: ***Business Head/CEO***
* ***Role & Responsibilities:***

1. Development and execution of Annual Business Plan, sales strategies.
2. Budget Planning and review of business performance for any deviation from set financial plan.
3. Periodic review of market, products and account performance for revenue maximization.
4. Presentations to the Top-level management and closing the deal.
5. Facilitating new Networks & business partners for increased sales efficiency.
6. Identification of potential new market and introducing product variants as per the requirement.
7. Creation Of corporate training material and digital marketing content.
8. Setting performance parameters and conducting Performance appraisal as per the set KRAs

* ***Results:***

1. Added 200 + clients to the profile of new company, from varied sectors (IT, Engineering, Textile, advertising, health care, Pharmaceuticals, Constructions, Retail, Real Estate etc).
2. Facilitated MoUs with Educational & Technical institutes for fresh Graduates.
3. Achieving over 1000 + placements for mid to top level executives in given period of employment
4. Introduced a customised performance appraisal system which resulted in dramatic drop in attrition rate by 50% and enhanced performance of the executives.
5. Organised over 25 Seminars on technical and behavioural topics for Corporates in region which contributed in additional revenue generation and brand promotion.
6. Introduced two new customised solution for clients to tap unchartered segments which eventually resulted in deeper market penetration and stable monthly revenues.
7. Mentored and engaged Fresh graduates as business partners for business promotion and sales, which provided organisation with wider base of marketing activities throughout the domestic regions.
8. ***Name of Organisation: Technosolution India Ltd.***

* Organisational Profile: A Management consultancy firm providing consultancy for the

implementation of international standards like ISO, OHSAS, TPM, 5-s etc. to domestic and international clients

* Duration: December, 2003- November, 2010
* Designation: ***Marketing Head***
* ***Role & Responsibilities:***

1. Corporate presentations at C- suite level and closing the deal
2. Designing and monitoring Business plan for the calendar year with the help of team heads
3. Facilitation of events for brand promotions (Seminars, Training programmes, press conference)
4. Facilitation of Market Research surveys through external agencies and Management students
5. Designing new products and customising existing product line as per client requirements
6. Development of content and administration of Digital Marketing plan across platforms
7. Liasoning with international certification bodies and other government agencies for the purpose of certification of clients.

* ***Results:***

1. Added 300+ domestic Clients to the profile from various sectors ranging from Energy and Power sector to educational institutes, Hospitals, Cement and Steel Industry etc.
2. New Offshore clients were added in countries like Libya, Oman, Thailand, Nigeria etc
3. Added 3 new variants of the flagship products, enabling constant flow of recurring orders and hike in profitability per order by 25%-40%
4. Created a customised system of performance monitoring for sales/ marketing, resulting in decentralised, competitive environment and reduced attrition rate.
5. Introduced a corporate film, facilitated press conference and designed promotional material
6. Joined hands with government institutes to launch customised technical training programmes.
7. Facilitated MOUs with Management consultants in Thailand and Srilanka for market penetration

* ***Other Professional Engagements:***

1. ***Name of Organisation: ICA Management Consulting Pvt. Ltd.***

* Organisational Profile: A Management consultancy firm providing consultancy for implementation of international standards like TPM, ISO, 5-S to regional and international clients.
* Duration: August 2011 – March 2018
* Designation: ***Director (Full time)***
* ***Role & Responsibilities (Advisory/Mentoring):***

1. Appointment Training and mentoring of sales Executives
2. Facilitation of partnerships with external consultants for the purpose of consultancy projects
3. Monitoring the performance of sales team bi annually
4. Planning and strategizing the Brand promotion and sales exercise along with team Heads.

* ***Additional Personal Information:***
* Date of Birth: 17th Of October, 1978
* Permanent Residence: 204-B, Sector-11, CBD- Belapur, Navi Mumbai, Maharashtra (India)
* Gender: Male
* Marital Status: Married
* Languages known: English, Hindi