

Mahesh Borkar

Business Growth & Development | Digital Transformation | SaaS | IoT | Analytics
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Professional Summary

Business Growth Specialist with 3 years of experience driving expansion across Europe, USA, and India. Proven success in B2B/B2C sales, lead generation, and account management. Skilled in consultative selling, CRM, and analytics with expertise in Automotive, Off-Highway, Rail, SaaS, IoT, and Industry 4.0.

Core Skills

- Enterprise Sales & Partnerships
- Lead Generation (Calls, Email, LinkedIn)
- CRM Tools (Pipedrive, Mailshake, Klenty)
- Analytics (Power BI, Tableau)
- Digital Transformation & IoT

Professional Experience

Business Growth Partner – Europe & USA

Creative Synergies Group | Bengaluru, India | Dec 2023 – Mar 2025

- Expanded market presence across Europe & USA; drove 2x higher conversion rates.
- Secured 63 meetings via industry events & prospecting (15 qualified).
- Built pipeline of 50+ enterprise accounts; improved engagement by 15%.

Business Development Executive

Alptech Software Solutions LLP | Pune, India | Dec 2022 – May 2023

- Implemented market research frameworks to target high-value prospects.
- Achieved 2x increase in demo bookings through outreach campaigns.

Business Development Officer

Transport Corporation of India | Gurugram, India | Nov 2021 – Oct 2022

- Generated ■ 1.4 Cr revenue in 8 months across North India.
- Managed tenders, RFQs, and enterprise client relationships.

Education

MMS (Marketing), MET Institute of Management, Mumbai | 2019 – 2021

B.Tech (Chemical Engineering), College of Engg. & Tech., Akola | 2013 – 2018

Certifications

- Sales Management – HubSpot (2025)
- Email Marketing – HubSpot (2025)
- Inbound Sales – HubSpot (2025)
- Sales Navigator – LinkedIn (2023)
- Power BI – Simplilearn (2022)

Languages

- English
- Hindi
- Marathi