

MAHESH BORKAR

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SUMMARY

Immediate Joiner | Sales professional with 3 years of experience in expanding businesses across Europe and the USA. Skilled in lead generation, client relationship management, and strategic market expansion. Looking for opportunities to work with a progressive organization where I can leverage my skills & bring Business.

WORK EXPERIENCE

Business Development Associate , Creative Synergies Group Dec 2023 - Mar 2025

- Successfully coordinated two events, securing 63 meetings, including 15 qualified meetings, by identifying and engaging key prospects to drive business opportunities.
- Led multi-channel lead generation and market research for Off-Highway and Automotive industry services, expanding company presence in Europe and the USA.
- Developed and nurtured relationships with CxOs, VPs, and key stakeholders.
- Conducted in-depth market research to identify potential business opportunities.
- Managed CRM tools like Pipedrive to track leads, optimize the sales pipeline, and analyze sales performance.
- Driving 2x increase in demos and conversions with 300 weekly cold calls, Email campaigns to 200 accounts, weekly 100+ LinkedIn reach outs.

Business Development Executive, Alptech Software Solutions Dec 2022 - May 2023

- Set up and scaled business in Pune, achieving sales quota successfully.
- Designed lead generation strategies through market surveys, cold calling, and outbound email campaigns.
- Expert in lead generation tools, driving a 2x increase in demos & conversions with 200 weekly cold calls and 100+ LinkedIn reach-outs.

Business Development Officer, Transport Corporation of India Oct 2021 - Sep 2022

- Generated ₹1.4 Cr revenue in 8 months while scaling business in North India.
- Built a network through events, set up lead generation, and drove sales via cold calls, emails, and LinkedIn outreach.

EDUCATION

Masters In Management Studies (Marketing) 2019 - 2021
Met Institute of Management

Bachelor of Technology (Chemical) 2013 - 2018
College of Engg. & Technology Akola

SKILLS

- B2B (Saas), B2C Sales, RFI, RFP, RFQ
- Lead Generation (Cold Calling, Email Campaigns, LinkedIn)
- CRM & Pipeline Management (Pipedrive, Mail shake, Klenty)
- Prospecting & Market Research, Analytics
- Relationship Building with CxOs, VPs, and Key Stakeholders
- Sales Strategy & Business Scaling
- Microsoft Excel, Word, PowerPoint, Power BI, Tableau