

RESUME

DIPTI. RATHWA

CAREER OBJECTIVE: -

- To work with vibrant organization & try to fulfill their expectations.
- Application of skills through results oriented and innovative working.
- Continuous personal development through new skill building and learning.

KEY SKILLS: -

- Product Knowledge of Telecom and Security products & AI technology.
- Solution Designing
- Channel Sales & Business Development
- Project Management
- Competitive Analysis
- Time management and an ability to prioritize and plan work effectively

PROFESSIONAL EXPERIENCE: 9.9 YEARS

TURABIT SOLUTION PVT. LTD. AHMEDABAD.

(An IT firm developing AI solutions)

Manager –Sales & Marketing (Mar’20 -Feb’21)

- Responsible for business development with AI and RPA solutions for International market & India market.
- Generating leads and providing customized presentation and demonstrations of AI solutions to the prospect.
- Providing recommendations to clients with cost-effective solutions as per their requirements.
- Providing quotation and taking care of end-end activities of the projects.
- Participating in the events like exhibitions, end customer shows, etc. for brand awareness.
- Regularly researching to identify new markets and client’s needs.
- Build long-term relationships with new and existing customers.
- Creating mailers, blog, PowerPoint presentation etc. for our AI solutions.

MATRIX COMSEC PVT.LTD. VADODARA.

(A leading manufacturer of World class Telecom and Security Products.)

International Sr. Sales Engineer -Africa (April '16 – Feb'20)

- Responsible for Channel Sales & business development for Africa region by creating new prospective partners with the help of dedicated team of business development officer and presales team.
- Working closely on projects with partner /new prospective partners to close the deal by deeply analyzing competition and other parameters.
- Business Plan including Sales and Marketing Strategy.
- Participating in international exhibitions / product expos, dealer meet etc. for brand awareness.
- Working with Leading Telecom Operators for Promoting Matrix Products in their respective markets.

International Sr. Sales Engineer – US & Canada (April' 2015 -Mar'16)

- Searching relevant companies through Linked In / Google / Competitor website and generating interest to become our channel partner like distributor, System integrator & Reseller by contacting the concern person.
- Educating the prospect by providing online product presentation and arranging technical training /live demo training.
- Generating business by appointing new partners in US and Canada after product testing and approvals.
- Assisting new billing points /new partners in any customer case with our solutions and commercials.
- Helping existing partners to generate more sales by expanding their channel networks by adding new partners with them.
- Generate revenue for the organization from existing Partners and new partners appointed by strategic planning and providing targets.

Sales Engineer -Gujarat (Oct' 2013 –Mar' 2015)

- Managing all the partners in the allotted region and simultaneously approach new companies to expand business horizon.
- Strategically driving product sales through distributors and alliances.
- Providing techno-commercial solutions to partners /prospects/ customers.
- Participation in various events like road show, dealer meet, exhibition etc. to generate

lead and simultaneously building brand across.

- Implementing marketing and sales strategies.
- Gathering and analyzing market requirements.
- Deciding the partner's yearly sales target depending up on the potential of the market and getting business done from the partner on regular basis.

Business Development Executive – India (June' 2011-Sept' 2013)

- Generating leads through searching the relevant IT/ networking companies and approaching to the concern person and convincing them to become our channel partner.
- Approaching Corporate Clients and checking out their requirement.
- Providing Solutions along with the commercial proposal by understanding the partner / customer requirement.
- Responsible for end-to-end activities till installation and maintenance/service.
- Conducting regular webinars /trainings and mailer campaign.

EDUCATIONAL QUALIFICATION: -

Course	School / College	Board / University	Year of Passing	Percentage
B.E. (Electronics & Communication)	V.V.P. Engineering College, Rajkot	Saurashtra University	2010	60.00%
H.S.C.	Basil school	Gujarat Board	2005	42.12%
S.S.C.	Basil school	Gujarat Board.	2002	67.86%

HONOURS & ACTIVITIES: -

- Secured second prize in Nirma University for project
- Prepared two posters for national level competitions.
- Presented two papers at national level competitions.
- Prepared two robots at national level competitions.
- Secured second prize in V.V.P. Eng. College for poster.
- Prepared project on RFID based Attendance and security system in final year of engineering.

PERSONAL DETAILS: -

Contact Number	Mobile: - 9726652715
Email Id	deeptir1912@gmail.com
Birth date	15/12/85
Gender	Female
Nationality	Hindu
Languages known	English, Hindi, and Gujarati
Address	B-42, Tirth Bungalows, Waghodiya-Dabhoi Ring Road, Vadodara-390025

DECLARATION: -

I hereby declare that the above-mentioned information is true to the best of my knowledge.

DIPTI. RATHWA