

Curriculum Vitae

Raunak Jain

MBA (Marketing)

B.E. (Electronics & communication)

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Ahmedabad 380015

Gujarat

Profile Summary

7.5 years of experience in one or more of the following categories: software/hardware product development, software solutions, telecommunications, consumer electronics, or consumer packaged goods, with a focus on technical product management and product development. Strong understanding of voice and data services and products Knowledge of new product development processes, go to market strategies, and product life cycle management.

Professional Experience

Year	Organization	Position	Location
May-21 – Present	SANDS India Pvt. Ltd	Senior sales and marketing manager	Ahmedabad
Oct-18 – April-21	Masibus Automations	Senior marketing manager	Gandhinagar
Nov-16 – Sept-18	Variance Infotech	Business development manager	Ahmedabad
Dec -14 – Nov-16	Suresoft technologies	Business Development executive	Hyderabad

Working with SANDS India Pvt. Ltd as a Senior sales and marketing manager

Duration: May 2021- Present

Roles & Responsibilities

- Establish a clear view of customer needs, simplifying complex issues and developing appropriate solution for their needs. Oversee analysis of customer requirements to define product strategies and identify product opportunities to expand market share in domestic and international market.
- Design and oversee all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns
- Working with electronics design software products, mobile applications, web development IoT vertical based solutions, platforms and understanding of end to end IoT use cases.
- Manage the lifecycle of new product and service development through launch - opportunity assessment, requirements definition, pricing, competitive analysis, development, and product launch. Maintain a constant focus on product quality and improvement.
- Consistently delivered software and hardware products/applications and releases on time and to specifications by coordinating with development managers in project management.

Worked with Masibus Automation and Instrumentation Pvt Ltd as a Sr. Marketing Manager

Duration: October-2018 – April-2021

Roles & Responsibilities

- Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction.
- Understanding and developing budgets, including expenditures, research and development

- appropriations, return-on-investment and profit-loss projections.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Customer visits in support of the sales process to assist with product and application promotion, Identifying new customers.

Worked with Variance InfoTech Pvt. Ltd.- As a Business Development Manager

Duration: November 2016- September 2018

Roles & Responsibilities

- Identifying the relevant domain concepts for solving customer's business problem and leading the proof of concepts team to showcase the benefits of new solution.
- Coordinate with the product management teams in the organization for improving repeatability, market alignment, and accelerated time to market for Solution.
- Coordinating sales efforts across a cross-functional team to drive revenue through Alliances, Industry led solutions development, Pre-sales and Marketing efforts.

Worked with Sure Soft Technologies Pvt. Ltd. - As a Business Development Executive

Duration: December 2014 to November 2016

Roles & Responsibilities:

Generating new business through Corporate Channel, handling existing Projects understanding their requirements regarding marketing/brand communication for client, up selling new marketing concepts to them as per their desired requirement and realizing desired results, meeting sales revenue of B2B Division. Maintaining proper coordination with Clients and generating business through them as per their commitment.

Business Development skills:

- Identify and Capitalizing on Opportunities.
- Bidding over the portals like: Tender portal, UPWork , Guru , PPH.
- Understanding Customer Requirements.
- Commercial Awareness.
- Developing Key Relationships.
- Consultative Sales Techniques.
- Developing Successful and innovative delivery Methodologies.
- Experience selling new services.

Achievements:

- Directed and transformed overall strategy, market intelligence, and research as well as customer- centric activities that contributed to company growth of 5% annually.
- Achieved annual account retention and revenue growth targets
- Developed new product offering that grew account revenue by 5% -10%
- Supported successful sales processes for new business with annual revenue.
- Facilitated regional and national training programs that increased customer satisfaction
- Set individual Marketing strategies for Domestic and International Markets which consistently contributed revenue growth.

Skill Set

Familiar with Data Analysis, Data Visualization, Machine learning, deep learning, data structure and algorithms, Enterprise Software, SaaS, Data Sciences, Cloud and Mobility, IoT, CAN, Ethernet, Modbus. Programming of PID, Server client networking, Flow, Temperature, Pressure, Level Transmitters, PID controls, Signal Conditioners Design, Signal, Pulse generators.

Academic details

Qualification	Passing Year	College/school	Board/ university
MBA-Executive	2018	Narsee Monjee Institute of Management Studies	NMIMS
B. Tech	2014	Geetanjali Institute of Technical studies	RTU
XII	2010	Alok School, Udaipur	CBSE
X	2008	Alok School, Udaipur	CBSE

Personal Information

Fathers Name : Mr. Babu Lal Jain
Mothers Name : Mrs. Kusum Jain
Date of Birth : 19th April 1992
Sex : Male
Hobbies : Listening to Music, Playing Chess, Playing Sudoku.
Marital Status : Married
Nationality : Indian
Language Known : Hindi, English
Permanent Address : A,25 Narendra Nagar Sec.4 Udaipur (Rajasthan)

Declaration

I hereby declare that the particulars given by me are true to the best of my knowledge and

Belief. Date:

Place:

(Raunak Jain)