



DHAIRYA PATEL

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[Portfolio](#)

International sales leader with 4+ years of experience in client pipeline development and account management. Identified customer needs and concerns, developed client base and pitched solutions based on product knowledge and domain expertise.

Sales Director, APAC	Itoma Lux	Oct 2020 – Present
<ul style="list-style-type: none">• Recruited & onboarded a team of 5 sales agents; Managed resource allocation to setup inbound & outbound processes• Managed end-to-end sales cycle collaborating with stakeholders to boost sales of financing, marketing & sales solutions• Streamlined lead generation by digital ads campaigns, cold-calling, outreach, hosting webinars and networking events• Led primary research to identify customer needs through surveys, focused-group discussions & 1-on-1 interviews		

Business Development Lead	SS Consultants	Aug 2020 – Aug 2021
<ul style="list-style-type: none">• Led global team of 4 to enhance sales of products & consulting solutions by leveraging data-driven marketing strategies• Boosted client engagement by identifying potential accounts, negotiating and closing deals, and follow-up touch base• Developed strategic action plans to expand on offerings & resolve issues of current & potential target customers• Spearheaded new product launch in NA market; Optimized CAC by designing incentive compensation plans & Ad spend		

Regional Sales Manager	LocoNav	Aug 2018 – June 2020
<ul style="list-style-type: none">• Responsible for regional sales team of 4 to manage 500+ accounts & 20+ franchise; Top performer for multiple months• Counselled fleet owners to promote product adoption; Strategized pricing to optimize negotiation & brand building• Collaborated with stakeholders to implement cross-selling; Established strong relationships with fleet accounts• Awarded fast-track promotion to Sales Manager in 6 months for exemplary performance in niche market• Fostered corporate clients to overachieve targets & orchestrated perfect balance b/w recurring & non-recurring revenue		

Business Development Intern	ProYuga Advanced Tech. Ltd.	May – Jul 2018
<ul style="list-style-type: none">• B2B interaction, preliminary cold calls, business presentations, pitching material preparation, customer response analysis• Market research on income based expenditure patterns in entertainment industry and customer loyalty programs• Analyzed research & survey results to formulate strategies to further identify target potential customers & procurement		

Intern	Skoda Auto India Pvt. Ltd.	Jul – Dec 2017
<ul style="list-style-type: none">• Increased the efficiency of an assembly line by standardization of tact and monthly monitoring reports• Improved response of “Defect Feedback Mechanism” with better communication that increased the efficiency of tasks• Established Audi Q5 NG project: Identified and solved problems within stipulated deadlines to maintain quality standards		

Academic Details			
Course	Board/University	Score	Year
B.E. (Hons.) Mechanical & Minors in Finance	BITS Pilani	7.58/10	2018
Class XII	CBSE	86.2%	2013
Class X	GSEB	89.6%	2011

Position of Responsibility & Extra-Curricular Activities	
Sports Secretary, Students' Union Council (BITS Hyderabad, 2016-17)	<ul style="list-style-type: none">• Led a team of 25 fest organizing dept, clubs & captains to host fest budgeting ₹2M• Planned & supervised the fest with 3000 participation in 20 sports across 4 days• Cofounded Inter-BITS Sports Meet in Dubai with Diego Maradona as chief guest
Vice Captain, Cricket (BITS Hyderabad, 2016-17)	<ul style="list-style-type: none">• Led the cricket team to win accolades in the various sports meet across the country• Gold medalist (2016) & Silver medalist (2017), Cricket tournament, Sports Fest
Core Member, E-Cell (BITS Hyderabad, 2014-16)	<ul style="list-style-type: none">• Started Business Model Canvas series: 10 sessions, 50+ attendees, 30+ startup ideas• Initiated career fair: Avenue for 28 startups to interview 180 students from 12 colleges