# Harsh Bhavsar

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# **SUMMARY**

Sound knowledge in technical as well as in management and experience in Technical sales of TMI, Smart City Solutions, Data Acquisition and Embedded/Automation Computing Products.

#### **OBJECTIVE**

Getting a position where I can utilize all my entrepreneurial ability to establish a New Business, Product or region preferably in Embedded Computing & Industrial Automation industry, utilize all my technical, commercial and marketing skills for Exponential growth of Business

# **EDUCATION**

Course	Year of Passing	Board/University	Institute	Percentage
Х	2005	Gujarat Board	Shree Vidyanagar High School	86.71%
XII	2007	Gujarat Board	Shree Vidyanagar High School	68.40%
B .Tech (Electronics & Communication Engineering)	2011	Hemchandracharya North Gujarat University	L.C. Institute of Technology, Bhandu	75.75%
MBA (Marketing)	2013	Gujarat Technological University	L.J. Institute of Management Studies	7.22(CPI)

### **TRAINING**

Focus Organization		Duration
VHDL & CADSTAR Language	Space Application Centre ,ISRO(Ahmedabad)	4½ months(2011)
VIIDE & CADSTAIL Edinguage	"FPGA based Payload Controller for Airborne RADAR"	
	Vadilal Ice Cream Pvt. Ltd. (Ahmedabad)	1½ months(2012)
Market Research	"Distribution Outlook for Vadilal Ice cream in Western	
	Ahmedabad"	
Technical Training on Test &	Taletrania India Dut Ltd	3 Days
Measurement Instruments	Tektronix India Pvt Ltd	

#### **WORK EXPERIENCE**

### Organization:

#### Advantech Industrial Computing (I) Pvt. Ltd, Bangalore (HQ: - Taipei, Taiwan)

#### Designation:

Key Account Manager (March-2015 to till Present)

### **Working Profile:**

- Developing strategic alliance and Business development in the fields like machine vision Automation, IEM development, signage, Kiosk, SCADA PC solution
- \* Responsible for Developing Key Accounts for India region
- \* Responsible to develop new Focus Channel partners and maintain relation with existing ones.
- Responsible for sales to major key customers in the following markets: Pharma, telecoms, military prime contractors, IEM, Machine vision, Smart City SI's.
- Develop strategic business plan to grow company turnover with individual target achievement
- ❖ Pre Sales Engineering, Estimation and proposals for project requirement
- Competition analysis on specially new Product development and pricing
- Networking with eco system partners
- Support to the marketing department: development of advertisements (product newsletters, brochures, website update, eDM)
- Supervision of the design & production activities for customized industrial PCs and other application specific product solution
- Support to technical dept. for drafting maintenance agreements and solving technical issues
- ❖ Approaching Smart city project management consultants and suggesting Advantech product solution to make sure early access to Smart city project RFP's
- Heading team members and guide them to cater new market with best potential business opportunities in the field of industrial grade embedded and automation computing products

# Organization:

# Optimized Solutions Pvt. Ltd., Gujarat, India

# Designation:

Business Development Executive (March-2013 to March-2015)

#### **Working Profile:**

- Worked as a Brand Manager for following channel partners:
  - Tektronix & Keithley (Test and measurement instruments like Oscilloscope/PS)
  - National Instruments (automated test and measurement systems)
  - FLIR-(Thermal Imagers)
- ❖ Provided technical and commercial support to the sales & Business development team of 4 members related to above mentioned products queries.
- Understand the application of customer and suggest the product according to the application/requirement.
- Technical and Commercial Discussion of technology solutions and application with customers.
- Devising and implementing sales plan in accordance with company's goals.
- Responsible for Revenue growth for TMI and ATE business of organization

#### **Competencies**

**Embedded Computing:** Expertise in Fan less Embedded Box PC's, Industrial Display Solutions, Network Platform & Blades, Embedded IoT Gateway's, Intelligent Systems, Storage & Video Servers, ESBC's & Interactive Digital Signage's.

**Industrial Communication:** Expertise in Networking, Ethernet Switches, Media converters, Fiber Optics, Serial Device servers like Serial to Ethernet, Wireless, GPRS etc.

Product Management: Product, Price, Place & Promotion of Industrial Automation Product.

**Sales:** Finding prospects, Cold Calling, Enquiry Generation, Customer Visits, Pre Sales Engineering, Technical & Commercial Proposals, Negotiations, order closing and Payment track.

**Technical Support:** Onsite product demonstration, Pre sales & after sales support to Key customers and channel partners, Hosting Training sessions for Newly hired Sales & Technical persons & Handling Technical issues from customer throughout India.

Marketing, Corp Events & Business Development: Product Presentations, Online Marketing through Google Ad words, eCampaign, UNICA, Exhibitions, Finding Target Audiences through specific keywords on Google, Solution Event.

Commercial Operations: In depth Knowledge of Indian Taxation, Duties and commercial procedures.

### **IT Exposure**

- All basics of Computer; windows 10, Microsoft Office
- ❖ Languages- BASICS OF Programming C AND VB, Good Command on VHDL language
- Software- XILINX, MATLAB, LABVIEW-6, CADSTAR 5.0, QM for Windows, Basics of SPSS.

#### **Languages Known**

- English
- Gujarati
- Hindi
- French ( Beginner )

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