

PARTHIV K. THAKKAR

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Highly accomplished professional with an integrated set of competencies
Sales & Marketing and Business Development for achieving goals & steering growth initiatives

CORE COMPETENCIES

Sales & Marketing Strategy

Revenue and Pipeline Growth

Contractor Relationship Management

Tenders & Bids

Customer Presentations

Return on Investment (ROI)

Account Mapping / Penetration

Product / Solution Selling

Profit Centre Operations

Account & Portfolio Management

Strategic Alliances & Partnerships

CERTIFICATION

- ❖ Export – Import (FIEO Certified) from Federation of Indian Export Organization, Global Institute

PROFILE SUMMARY

- ❖ Strategic Sales Leader with over **15years** of extensive experience in managing Profit Centre Operations, Business Development, Sales & Marketing and People Management for Power Products and Solutions
- ❖ Proven track record of achieving / exceeding targets, opening new & profitable accounts /services markets and setting up business operations in emerging market
- ❖ Expertise in heading the Profit Centric Operations along with managing strategic relationships, market analysis& expansion, and competency development
- ❖ Resourceful in establishing productive, professional relationships with Consultants, Contractors and Key personnel in manufacturing plants; record of constantly meeting assigned sales targets & strategic objective
- ❖ Interacted with stakeholders at strategic & tactical levels including top management & C-suite professionals; expertise in heading the Profit Centric Operations along with managing strategic relationships, market analysis & expansion, competency development and GTM
- ❖ Excel at partnering with core business operations to increase the company's footprint, expand market share, and generate sustainable revenue gains
- ❖ High integrity & energetic leader, leading & motivating individuals to maximize levels of productivity

ACADEMIC DETAILS

- ❖ MBA (Marketing), ICFAI University
- ❖ Advance Diploma in Business Management from ICFAI, Hyderabad with 75%
- ❖ B.Sc. (Electronics) from Gujarat University in 2005 with 62.85%

ORGANISATIONAL EXPERIENCE

Since Augst'2022 with GMMCO Limited (A C K Birla Group Company) as Manager-Sales , Electric Power Division - Gujarat

Key Result Areas:

- ❖ Developing new prospects by analyzing potential; defining business plans & strategies to convert them into long-term business, creation of the new Key accounts for regular business
- ❖ Creating new business development in Gujarat Region for Online UPS Systems and other Schneider Secure Power Products
- ❖ Sales responsibility extended for the Maharashtra region
- ❖ Adding the new segment and increasing the reach of organization for UPS business
- ❖ Leveraging channels to address customer applications & nurturing them for technical capability enhancement
- ❖ Executing & managing monthly, quarterly and annual sales plans & strategies as per the asking rate of sales target
- ❖ Delivering solution capability presentations to clients for opportunity qualification
- ❖ Preparing detailed proposals/quotes as per customer requirements; adhering to standards set for preparing documents
- ❖ Educating sales team by establishing programs/seminars in the areas of new account sales and growth, sales of emerging products and multi-product sales profitability
- ❖ Managing portfolio of clients and delivering exceptional client service throughout mission-critical technology solutions
- ❖ Ensuring quality of service by developing a thorough and detailed knowledge of technical specifications and other features of employers' systems and processes and then documenting them
- ❖ Working on account mapping, penetration and enhancement of the customer relationship from single and multiple transactions to a partnership level

Apr'2020 to August'2022 with Fuji Electric India Pvt. Ltd., Manager – Sales, Online UPS System (Ahmedabad, Gujarat)

Highlights:

- ❖ Managed Sales of Online UPS system from the key accounts; mapping the new area of development, penetration, and worked for sustainable business growth from the new account
- ❖ Recognized for bagging order from the Adani Lucknow Airport – Modular UPS systems, Adani Sites - NTPC Fatehgargh Solar Project , Ahmedabad Metro – Siemens Ltd. The account breakthrough in Intas pharma then continuous business growth from the developed account.

Jul'2017 to Apr'2020 with Socomec Innovative Power Solutions Pvt. Ltd., as Area Manager – Gujarat

Highlights:

- ❖ Managed Sales of Online UPS system for Gujarat Region; created market strategy to acquire business opportunities
- ❖ Recognized for bagging order from Adani Shantigram Corporate office – 1500KVA , V S Hospital 1200KVA, NTPC Hospital Orissa – 1500KVA, ITC Hotel – Ahmedabad(1000KVA, Modular UPS), ISRO – Bopal,A'bad

Jul'2015 to Jun'2017 with Novateur Electrical & Digital Systems Pvt. Ltd., Numeric - (Group Brand of Legrand), as Asst. Manager – Sales, Online UPS System

Highlights:

- ❖ Supervised Sales of Industrial Online UPS system (3phase- 3phase) for Gujarat/ Mumbai Region
- ❖ Managed key customer of Mumbai region; acquired new customers in region

Nov'2012 to Feb'2015 with Riello PCI India Pvt. Ltd., as Deputy. Manager - Sales (Gujarat Region – UPS)

Highlights:

- ❖ Managed UPS – Sales Operations across Gujarat Region
- ❖ Boosted from INR 2.5 Cr to INR 9 Cr including order of 3X600, 3x400KVA, 250KVA, 200KVA &160KVA

Jul'2010 to Nov'2012 with Numeric Power Systems Limited, Sr. Marketing Executive

Highlights:

- ❖ Managed sales of all the product range belonging to Numeric in Surat Region; acquired new customers in Surat region
- ❖ Generated Inquiry, sent offers, attended techno- commercial discussion & closed the deal

Apr'2006 to Jul'2010 with Prima Automation India Pvt. Ltd., as Marketing Executive

Highlights:

- ❖ Managed scheduling and production of sales & marketing materials; created strategies for increasing spend & cost savings
- ❖ Liaised with vendors for scheduling, delivery of materials, sourcing & procurement

PERSONAL DETAILS

Date of Birth: 19th Feb 1984

Languages Known: English, Hindi and Gujarati

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