

PRATIK PANCHAL

Business Development Professional

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Summary	A thorough technical sales/application engineering professional, having dealt with end-to-end sales cycles & focused on creating lasting customer relationships through customer engagement, applications studies & solution proposition. New business development, Team & techno-commercial management are some of the key deliverables I propose to bring on table.	
Strengths	<ul style="list-style-type: none">▪ Techno-Commercial Management▪ Industrial Sales & Marketing▪ Market Research & Product development▪ Product/Project lifecycle management▪ Team development & Leadership▪ Application Engineering & Concept selling▪ Contract/Project Risk Management▪ Digital marketing & Content development	
Soft Skills	Business intelligence / Data Visualization & Analysis <ul style="list-style-type: none">▪ Tableau / Excel▪ Axure / Balsamiq▪ Power BI / SQL – Under training	Professional Tools/Business Modeling <ul style="list-style-type: none">▪ MS Office Tools / Pro-E / AutoCAD▪ Lean Six Sigma▪ MS Visio RP Pro
	<ul style="list-style-type: none">▪ Completed Business Analyst training from Centre of Excellence for Professional Development (IIBA Endorsed)	
Since August 2018	<p>ElectroMech Material handling systems India Pvt Ltd, Pune.</p> <p>Asst. Manager – Sales (West Region - Gujarat/Mumbai/Goa)</p> <p>Reporting to – Zonal Manager (West)</p> <p>Key Deliverables:</p> <ul style="list-style-type: none">▪ Efficient Team management (Two Engineers) & mentoring for close collaboration on achieving shared goals.▪ Sales closures through risk analysis and favorable contract negotiations with CXOs/Senior Management.▪ Exploring new development & project tracking for targeting potential high value opportunities.▪ Leading application studies and technical discussions to propose viable solutions.▪ Developing winning sales strategies & developing new revenue channels for growing services business.▪ Manage and maintain customer relationships & Key Accounts▪ Well versed with End-to-End Sales cycles, from lead generation, preparation of Techno-Commercial proposals, techno-commercial discussions up to sales closures and after-sales support.▪ Market/project research & industrial networking to ensure healthy sales funnel.▪ Competitor assessments and analysis for development of business strategies.▪ Ensure healthy cash flow for the sustainable business operations in the region through efficient payment collection and.▪ Also Carry out Product feasibility and Risk analysis with senior management.▪ Relationship building with customers & finding business opportunities thru direct and Business Associate network.	
July'17 to August'18	<p>Transformers & Rectifiers India Ltd, Moraiya, Ahmedabad.</p> <p>Engineer – Marketing</p> <ol style="list-style-type: none">1. Product: Oil Regeneration Systems / Reporting to Chief Executive Officer <p>Key Responsibility Areas:</p> <ul style="list-style-type: none">▪ Overall marketing & sales efforts.▪ Concept selling for new industrial methods & solutions for transformer oil maintenance.▪ Managing Online & offline presence and promotion▪ Establish strong communication channels with Private/PSU Power utilities	

- **Tendering** to kickstart business operations.
- Lead generation through **cold calling, prospecting** and set up **technical presentations**.
- **Extensive market research** and reporting.
- **Studying market potential** for the product with the CEO to finalize sector specific **possible strategies**.
- **Created internet marketing campaigns through various tools** i.e. Google SEO, LinkedIN, Online directories and website content management.

2. Product: Wide range of Transformers and rectifiers

DGM:Marketing – for Transformer Division

Key Responsibilities:

- Handled **sales and marketing across Gujarat based clients and other EPC companies**.
- Expanding Business opportunities thru existing direct and Business Associate network.
- Setup customer meetings for RFQs and subsequent sales efforts for potential sale.
- Preparation of **Techno-Commercial offers, coordinate with design teams for product requirements**.
- Working with **E-Procurement portals, E-Tenders and carrying out Vendor registrations** with relevant organizations.

May 2016
To
June 2017

SIDDHI ENGINEERS, Ahmedabad.

Marketing Engineer – Business development & Application - Pan India responsibility

Reported to – Vice President (Marketing)

Key Responsibility Area:

- **Application study and technical discussion** with clients & interdisciplinary team.
- Pan India Marketing along with **new product & business development**.
- Identify **new market/product segments**, lead the product development through efficient communication.
- Assisting **analysis activities related to tendering processes, aligning design efforts to maximize suitability of products to ensure long term and business**.
- Preparation of Techno-Commercial proposals as per **Defense Procurement Procedures** for tenders as per **E-Procurement portals or E-Tender requirements**.
- Well versed with **TS 16949, EN 9100 C (Equivalent to AS9100) & ISO 9001:2015 (QMS)**.
- **Supporting existing** Business Associate network across India for techno-commercial discussions.
- **Managed promotional efforts** through various Exhibitions, seminars and Institutional events pan India.
- **Maintenance of all relevant documents** as Quality management standards.

Languages

- Gujarati(Native)
- English
- Marathi
- Hindi

Education

- **Bachelor's of Engineering in Mechanical Engineering** (2016) **CGPA – 6.41**
Gujarat Technological University.
- **Diploma in Mechanical Engineering** (2012) **CGPA – 7.31**
Gujarat Technological University.

Personal Detail

Name: Pratik Prakashbhai Panchal
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