

# BADAL BHATTACHARYA

## Business Leadership Professional

Sales & BD / Strategic Business/ Team Lead  
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Godrej Garden City, Jagatpur, Ahmedabad,  
Gujarat- 382470, India



### PROFILE SUMMARY

Accomplished business leader with 17+ years of experience in B2B environments, focused on delivering exceptional customer relationship management. Proven track record in increasing profitability, exceeding budgets, and maintaining client retention. Managed large key & corporate accounts with an impressive growth rate of 35-40% annually over the last five years. Recognized for unique communication skills and adeptness in training and leading new business teams.

### PROFESSIONAL SKILLS

An experienced business management proficient with estimable accomplishment in...

Business Development	Microsoft Dynamic-365, Salesforces Sales Manta	Team Management	Leadership
Partners Management	Key Account Management	Profit Centre Operations	Industrial Equipment
Brand management	Process Enhancement	People Development	Cross-Functional Capabilities

### CORE COMPETENCIES

- **Strategic Planning and Negotiation:** Proficient in formulating comprehensive strategies to drive regional sales growth. Skilled in conducting negotiations and executing marketing operations to achieve desired outcomes.
- **Business Leadership:** Experienced in steering business operations to meet organizational objectives and ensure profitability. Capable of overseeing diverse functions to optimize efficiency and effectiveness.
- **Channel Partner Networking:** Adept at establishing and nurturing relationships with reliable and prospective channel partners. Successfully expanding market reach and penetration through strategic partnerships.
- **Sales Promotion and Brand Building:** Demonstrated expertise in conceptualizing and implementing sales-promotion activities to enhance brand awareness and facilitate market development initiatives.
- **Team Development and Mentoring:** Proven ability to recruit, mentor, and train high-performing teams. Committed to ensuring optimum performance and delivering quality service in the market.

### PRESENT ORGANIZATIONAL EXPERIENCE



**IPC-Tennant Company.** (Ahmedabad, Gujarat) –  
Jan'2023 – Present



**Zonal Manager- Gujarat**

#### Key Result Area

- Achieve and exceed sales targets for the Gujarat as a Zone.
- Develop and execute effective sales strategies to drive Zonal revenue growth.
- Strengthen relationships with distributors, dealers, and channel partners.
- Identify and capitalize on new market opportunities within Gujarat.
- Lead, train, and motivate the sales-service team to maximize performance in terms of revenue generations.
- Ensure exceptional customer happiness and retention rates.
- Monitor market trends, competitor activities, and customer preferences.
- Provide market intelligence and recommendations to the management team.
- Optimize the allocation of resources and manage the budget effectively.
- Conduct regular performance evaluations and provide coaching to the team.
- Implement promotional campaigns and brand-building initiatives.
- Collaborate with customer service teams to enhance service quality.
- Drive market expansion through product launches and market development efforts.
- Develop and maintain key accounts to foster long-term relationships.

## ○ PREVIOUS ASSIGNMENTS



**Eureka Forbes Limited.** (Ahmedabad, Gujarat) –  
Oct'2018 – Dec'2022

**Sr. Divisional Head- Sales & BD –**



**Essae Digitronics Pvt. Ltd.** (Delhi-(N)-Region) - Business  
May'2014 – Sept'2018

**Development Manager,**



**Drive India Enterprise Solutions Ltd.** (Ahmedabad, Gujarat)  
Sept'2013 – Apr'2014

**Area Sales Manager**



**Essae -Teraoka Ltd.** (Ahmadabad, Gujarat)  
Feb'2010- Aug'2013

**Branch Head**



**Vasudeva Engineering & Allied Services** (New Delhi, India)  
Mar'2006 – Feb'2010

**Territory Sales Manager**



**Crystal Chemicals & Engineers** (Jaipur, Rajasthan) As  
Nov'2003- Feb' 2006

**Sales Officer**

## Academic Qualification & Certifications

### ▪ **Burdwan University, West Bengal, India**

- Bachelor III Years Degree (Graduations)
- Exam: Bachelor of Arts, University of Burdwan, West Bengal

### ▪ **Katwa Ramkrishna Vidhyapith, Katwa, West Bengal, India**

- 12<sup>th</sup> Intermediate Jr. College, Higher Secondary
- Board: West Bengal Council Higher Secondary Education, West Bengal, India

### ▪ **Sudpur High School, Katwa, West Bengal, India**

- Madhyamika, High School (10<sup>th</sup> Standard)
- Board: West Bengal Board of Secondary Education, West Bengal, India

### ▪ **Professional Certification**

- Certified Advanced Digital Marketing Consultant from DIGIPERFROM, NEW DELHI
- Google AdWords, Search Engine Optimizations, Social Media Optimization

## ○ **Commitment**

- Capable of working under any circumstances with a can-do attitude.
- Can give full devotion to the growth of the company and personal achievements.
- Always ensuring that a new opportunity is consistent with my personal goals and provides me with the opportunity to learn or demonstrate something new.

## ○ **Personal Information**

- Father's Name : Late Rabindranath Bhattacharya
- Date of birth : 31/08/1981
- Marital Status : Married with 2 Kids
- Interests : Meeting with new people & traveling.
- Strength : Optimist, integrity, dedication & flexibility.

## ○ **Self-Declaration**

All the above information furnished by me is true to the best of my knowledge and belief.

Date: .....

Place: Ahmedabad