

MANISH KOLSAWALA

≈ Senior Management Professional≈

Sales & Marketing | Business Development & Growth

Preferred Industry: IT / E-Commerce / Telecom || Preferred Location: Gujarat

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Executive Profile

- ❁ Battle-hardened business leader offering **nearly 27 years** of experience with relentless **focus & perseverance and business acumen** for success in **mature, emerging & new technology ventures**, relationship management in complex customer organizational structures; hands-on leader who thrives on complexity and has scaled business under odds
- ❁ **Dynamic and results-oriented leader** with a strong track record of performance in turnaround & high-paced organization
- ❁ Currently associated with **eBizTrait Techno Labs Pvt. Ltd., Ahmedabad as Head - Sales & Marketing**; driving strategic initiative of USD 1 Million per year; spearheading a **team of 8 Executives**
- ❁ Track record of **launching new business lines**, establishing division from scratch, increasing sales by multi-folds and growing top-line & bottom-line
- ❁ Rich experience in managing **key international clients like** Citi Bank, University of California, Accenture, Capgemini, eTouch LV, LLC, Econet, Mother Telecommunication, Rankstel; **domestic clients like** Welspun Ltd., Hindalco, Gulf Oil, Vipul Sarees, United Phosphorus Ltd., Alok Industries Ltd., Nilkamal Plastics, Kabra Extrusions, Industrial Boilers Ltd., Micro Inks, Bilag Industries Ltd., Illinois Tool Works (ITW Signode Ltd.), UCB Pharma Ltd., Aegis Chemicals Ltd.
- ❁ Excellent at **managing multi-channels and distribution network** while developing long-lasting relationships with key channel partners
- ❁ Extensively **travelled to Turkey, UAE, Ukraine, Belgium and Nigeria**; experience in formulating and implementing business and operational plans, establishing new business and driving them with double digit profit
- ❁ Established **new markets in Spain, France, South Africa, UK** and managed a channel size of **\$500,000**
- ❁ Expertise in **analysing market trends to provide critical inputs** for business development initiatives and formulation of selling and marketing strategies
- ❁ **Superior interpersonal skills**, capable of resolving complex issues and motivating staff to peak performance; enabled leadership development within the team

Key Skills

Strategic Planning & Leadership / Sales Operation & Mgmt.	Business, Strategy, Expansion & Growth
Enterprise Technology Sales / Go-to-Market Strategy	P&L Mgmt./ Profitability Mgmt. / Solution Selling
Marketing Strategy / Market Research/ New Market Launch	Strategic Partnerships / Key Account Mgmt.
Product Strategy & Launch / Technical Product Sales	Channel & Distribution Management
Management Reporting/Decision-making	Team Building & Training

Education & Credentials

- ❁ **BA (Hindi)** from Mumbai Hindi Open University, Nashik in 2011

Certifications

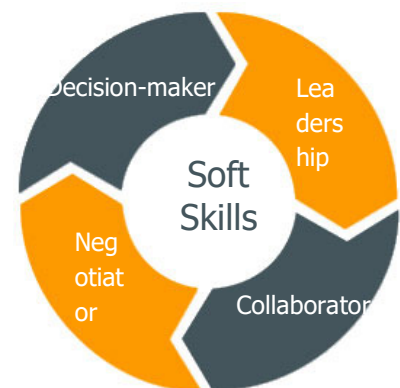
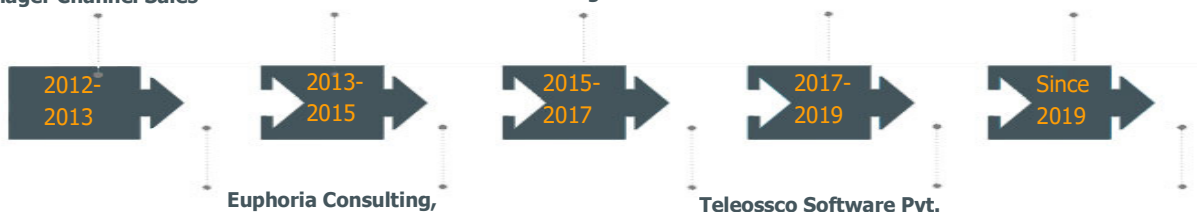
- ❁ AWS – Business Professional in 2019
- ❁ SolidWorks University in 2015

Career Timeline (Recent 5)

Azilen Technologies Pvt. Ltd., Ahmedabad as Sr. Manager Channel Sales

Engineering Technique, Gujarat as Sales Manager

eBizTraitTechnoLabsPvt. Ltd., Ahmedabad as Head - Sales & Marketing



Professional Experience

Since May'19: eBizTrait Techno Labs Pvt. Ltd., Ahmedabadas Head - Sales & Marketing

Role:

- Taking decisions for all operations & management, strategizing the long-term business directions to ensure maximum profitability in line with organizational objectives; developing business strategy resulting in top-line revenue growth
- Steering operational improvements with the aim of enhancing profitability and minimizing risks
- Driving business growth & ROI and steering business operations for the profit center with a view to realize pre-planned sales and revenue targets; formulating profit center budget for operational / business development activities
- Developing, reviewing and reporting on the business development division's strategy, ensuring the strategic objectives are well understood and executed by the team
- Impacting organisation profitability through effective strategic and tactical management decisions and new business development
- Establishing vision for assigned functions of Operations, Sales, Service, Distribution and Customer Service
- Reinvigorating the company and revamping the business model & strategy to build a more responsive & market-driven organization; developing plans/internal controls/SOPs to take the business to next level
- Effectively involved in company's processes formulation & corporate decision-making to ensure the organization maximizes its short, medium and long-term profitability
- Providing effective leadership with quick decision-making approach with laser-sharp focus on running profitable business
- Engaging with "C" level executives through Consultative approach; utilizing sharp negotiating and closing abilities
- Heading global teams including mentoring and coaching
- Acquired concrete understanding of business process automation and industry leading application software packages
- Establishing rigorous sales processes and best practices of account management
- Maintaining product positioning, pricing and market promotion as well as understanding the market and opportunities
- Devising strategy and roadmap for organisation's International expansion; conceptualizing and developing new business strategies
- Amplifying revenue margins by multi-folds by restructuring sales processes and improving operational efficiency

Highlights

- Managed B2C & B2B– Enterprise Web & Mobile Development Services in EMEA
- Extracted Business worth USD1,20,000 per annum
- Registered 30% YOY growth and 65% CAGR in last Financial Year 2017-18
- Enhanced sales in the territory with \$10,000 per month
- Established the teams right from scratch with hands-on experience in acquisition of right talent, motivating and guiding teams in achieving the defined goals; crafted hiring & motivational strategies for building a world-class achievement-driven team of Business Managers
- Conducted numerous product promotion events like Electronic Medical Record, Staff Augmentation, Software Development & Payment Gateway
- Imparted training to the partner on the product or sales methodology on how to focus and tap the prospect

Feb'17 – Apr'19: Teleossc Software Pvt. Ltd., Ahmedabadas Head Sales & Marketing

Highlights

- Merit of being a part of the organization and bagged **Best Product Award** in recognition of the best product company OTT (Over the top)in 2018 from **Aegis Graham Bell**
- Managed B2C & B2B– Software Product for generating revenue in EMEA, Asia Pacific
- Led a team of 5 Executives for managing pre-sales and post-sales functions
- Extracted Business worth USD30,000 to USD250,000

Previous Experience

May'15 – Feb'17: Engineering Technique, Gujarat as Sales Manager

Oct'13 – Feb'15: Euphoria Consulting, India and Middle East – Sales Head

Apr'12 – Oct'13: Azilen Technologies Pvt. Ltd., Ahmedabad as Sr. Manager Channel Sales

Apr'10 – May'11: OmniISM Technologies Pvt. Ltd., Ahmedabad as Senior Sales Manager

Nov'07 – Dec'09: Thinking Minds.Com India Pvt. Ltd., Nashik as Business Development Manager

Jan'06 – Oct'07: Source1 Instruments, Chandigarh as Manager - Sales

Feb'03 – Dec'05: RIA Computer, Vapi as Branch Manager

Aug'00 – Feb'03: Databank Computer Services, Vapi as Marketing Manager

Sep'98 – Jul'00: Advance Computer, Vapias Marketing Manager

Dec'94 – Aug'98: Creative Infotech Solutions Pvt. Ltd., Vapi as Branch Manager



Feb'92 – May'94: Shell Infotech Solutions Pvt. Ltd., Surat as Sales & Support Executive

Product Trainings

- Product Training from Compaq India Pvt. Ltd. in 1999
- Product Training from Dlink (India) Ltd. / Wipro Ltd. in 2002
- Product Training from Intel Corporation in 2002

IT Skills

- Hardware and Software/Networking, Installation & Troubleshooting and MS Office
- Tools: GoToMeeting, Spoke.com, Domaintools.com, Kompass.com, Google Analytics
- CRM: ZohoCRM, VTiger, SugarCRM, MS Dynamics, SalesForce and CbizOne



Personal Details

Date of Birth: 5th December 1974

Languages Known: English, Hindi, Marathi, Punjabi and Gujarati

Present Address: Ashraya-10, Block F1, Flat No. 303, GST Compound, Opp. Khodiyar Mandir, Kaligram Road, New Ranip, Ahmedabad, Gujarat 382 470

