

# Sahil Madaan

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## CAREER SUMMARY

- **7.2 years** of experience in **Sales & Operations** in Energy (Oil & Gas) Retail sector
- Expertise in **Retail & Business Analytics, Sentiment Analysis, Business Development & Supply Chain**.
- Spearheaded cross-functional teams of **62 channel partners & 18 sales executives** for sales & distribution in diverse markets such as Gurgaon, Udaipur, Mumbai, Kochi
- **Headed 'Fuel Ecommerce' project** – a first of its kind initiative by the Ministry of Petroleum & Natural Gas, India for delivering fuel at door steps to B2B customers through **Fuel Buddy Mobile App**.
- Hands-on experience of using CRM tools such as Salesforce, SAP CRM & **Google Analytics** to create a pipeline.

## PROFESSIONAL EXPERIENCE

07 years 02 months

### *Co-Founder, Neural Day*

*Jun'20 - Present*

- Working on a startup in the recruitment tech space by assisting recruiters through chatbot enabled screening process and scheduling interviews using AI/ML models.
- Created Ideal consumer profile & generated 20+ leads through influencers on LinkedIn & social media channels.
- Sales funnel analysis of inbound customers of organic search and indirect searches with rigorous follow up.
- Deployed the complete model with REST APIs to MongoDB server & Google APIs in docker on GCP & AWS.

### *Asst. Manager Sales & Analytics, Bharat Petroleum Corp Ltd, Gurgaon*

*Apr'17-Jan'19*

#### Sales

- **Managed P&L** on a turnover of INR 1500 cr, 3<sup>rd</sup> highest in India, by leading a team of 60+ channel partners.
- **Increased market share by 1.1 %** in MS/HSD and emerged as industry leader in FY 2018.
- Increased the FMCG style lubricants packs business through **retail channel (B2C)** by 8% in FY 2017
- Evaluated investment of INR 30 Cr in Business development by analysing IRR /NPV of 20+ new retail outlets.
- Forecasted monthly demand to align with stochastic future requirements based on historicals & market trend.
- **Data driven approach** – Periodically analysed SAP and Tableau reports to take complex business decisions.

#### Marketing

- Developed **Go-To-Market (GTM) strategy** for **branded fuels (SPEED/SPEED 97) relaunch** in India and conducted ATL/BTL promotional campaigns in segmented markets on social media & mass media.
- Increased revenue by 3% by launching BPCL SBI co-branded credit card on select petrol pumps in Gurgaon.
- Improved customer retention by 6% (~INR 90cr) by loyalty program (Smart fleet) for 2000+ bulk customers

### *Asst. Manager Sales & Analytics, Bharat Petroleum Corp Ltd, Udaipur*

*Apr'15-Mar'17*

- Undertook additional responsibility of executing 20 new retail outlets construction projects in 18 months
- Improved overall profit by 8% (~INR 5 crores annually) by launching branded fuels such as Speed/Speed 97
  - **Organized a superbike rally** for launch; comprising 100 superbikes & 1500 participants; **featured in AutoCar India magazine**

### *Executive Sales & Engineering (Retail), Bharat Petroleum Corp Ltd, Kochi & Udaipur*

*Sep '12-Mar'15*

#### Sales & Budgeting

- Headed a team of 14 executives to manage 25 registered vendors and 10 Non registered vendors
- Handled a budget of INR 65.6 crore in CAPEX- Highest in North India with special emphasis on return – IRR.

## EDUCATION

- **International Program in Management for Executives (1year full time MBA)** 2019-20  
Indian Institute of Management Lucknow, India CGPA 2.99/4
- **B. Tech, Mechanical Engineering** 2008-12  
Indian Institute of Technology (IIT), Patna, CGPA 7.22/10
- All India Rank 3528 (99.98 percentile) out of 5 Lakhs candidates in IIT-JEE 2008

## Certifications & Skills

- Supply Chain Analytics by MIT; Marketing Analytics by UC Berkeley
- Hands on experience of using **Python, Tableau, R, SQL, Google Analytics**, Advance Excel & PowerPoint

## Awards and Achievements

- Received **Best Sales Officer award** – All India in Branded Fuels category and Automation in the year 2016-17

## Extra-Curricular

- Represented Rajasthan state in BPCL inter SBUs badminton tournament in the year 2016