

KARAN KHATAVKAR

SENIOR SALES & MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL

Expertise in global Business Development & Sales & Marketing with experience in cross-cultural individual; formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through

Targeting senior level assignments in Sales & Marketing, Account Management, Consultative Sales, Market Analysis & Research and Business Development









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Key Impact Areas

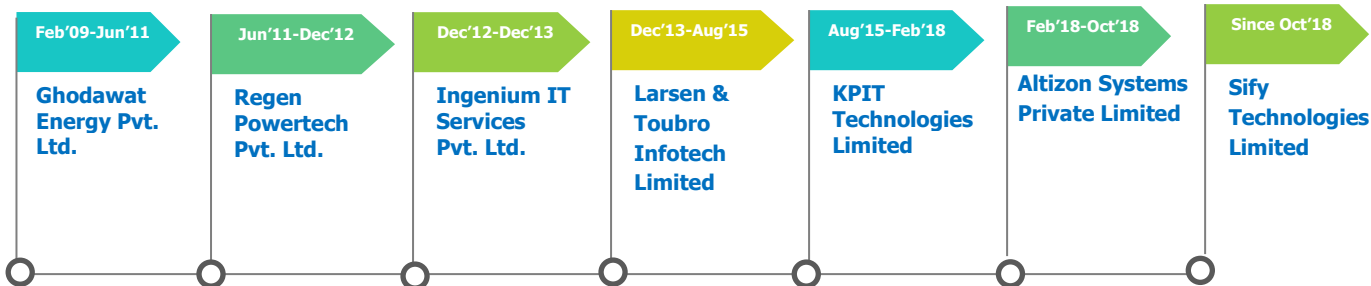


Sales & Marketing
Business & Market Development
Key Account Management
Brand & Product Management
Client Relationship Management
Market Analysis & Research
Up-selling & Cross-selling
Strategic Planning & Execution
Team Building & Leadership

Soft Skills

Communicator 
Collaborator 
Intuitive 
Innovator 
Leader 
Motivator 
Analytical 
Team Builder 

Career Timeline



Executive Profile

A persuasive & influential senior professional with over 10 years of experience in Sales & Marketing, Business Planning & Strategies, Product Promotion, Brand Management and maintaining RFP's, RFI's & Tender Documents. Skilled at managing Marketing & Business Development functions for Cloud Solutions, Industrial IOT Solutions, SaaS, Industry 4.0 Solutions, Energy Sector (Wind Energy), IT Sales & Business Intelligence domains.

Proven track record in **conceptualizing & implementing marketing** plans for wide range products designed **to generate revenue of 2 Million USD from the Western India region** in the **MRD, BFSI, HP** verticles. Resourceful in monitoring complete **implementation life cycles of wind energy projects & how the energy sector works**. Expert in cementing healthy relationships with **C - Level** clients for generating higher volumes of business.

Visionary leader with comprehensive experience in formulating strategic plans, directing business operations, consistently increasing revenue, profits, productivity focusing on new customer addition & customer retention. **Energetic, go-getter with outstanding success** in building & maintaining relationships with key corporate decision makers.

Education

- ❖ MBA in Marketing & International Business from MIT School of Business, Pune in 2009
- ❖ B.Sc. (Physics) from Fergusson College, Pune, Maharashtra in 2007

Certifications

- ❖ AWS – Business Professional, Technical Professional
- ❖ TCO
- ❖ Cloud Economics

Professional Experience

Oct'18-Aug'19: Sify Technologies Limited, Mumbai as Business Development Manager - IaaS, Cloud Services

Key Result Areas:

- ❖ Managing Western India region for Cloud migration cases
- ❖ Spearheading functions such as Manufacturing, HPE, Media, BFSI and ITES BU's
- ❖ Analyzing the market, including competitors & consumers also executing marketing strategies & campaigns
- ❖ Monitoring & formulating quarterly scheme within the budget given by the company and implementing the same for attracting distributors and arranging the distribution of promotional materials
- ❖ Creating & sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members
- ❖ Conceiving and implementing short / long-term marketing plans for markets
- ❖ Building relationships with key persons & decision makers in key accounts to strategically manage them
- ❖ Driving revenue growth and providing value added customer service by resolving customer issues & offering customized solutions within product & service norms

Significant Accomplishments:

- ❖ Successfully monitored multiple activities such as offering:
 - AWS & Azure cloud migration solutions
 - Sify Cloud (Cloud Infinite) for IaaS & DRaaS for replacing on premise servers

Feb'18-Oct'18: Altizon Systems Private Limited, Mumbai as Senior Sales Manager

Significant Accomplishments:

- ❖ Initiated & created opportunity through prospect interactions, webinars and seminars
- ❖ Advised & designed the right solution for Industry 4.0 & Industrial IOT initiatives
- ❖ Successfully closed deals in Industrial IOT, SaaS & PaaS and participated in selling Digital Transformation Solutions

Aug'15-Feb'18: KPIT Technologies Limited, Pune as India Sales & Business Development

Significant Accomplishments:

- ❖ Played a key role in implementing different SAP solutions for customers looking to improve their workflows
- ❖ Successfully closed deals which had T&M as well as fixed models of payment
- ❖ Awarded as major market mover for GST transformation

Dec'13-Aug'15: Larsen & Toubro Infotech Limited, Pune/Mumbai as Business Development Utilities, Energy & Construction

Significant Accomplishments:

- ❖ Awarded as one of the top achiever for achieving sales target in 2014-2015
- ❖ Worked in coordination with different Governmental bodies like the various Power, Water & Gas Utilities (MSEDCL, WBPDC) from the cold calling stage to order closure & delivery stage
- ❖ Successfully worked on RFP's, RFI's & tender documents for the different Utility, Energy & Construction (Water, Gas, Energy, Electricity, Sewage) clients for the various IT services required by them
- ❖ Managed the UK, APAC & European markets
- ❖ Provided strong support to SAP & Oracle Business Development teams for better technical response creation

Dec'12-Dec'13: Ingenium IT Services Pvt. Ltd., Pune as Marketing & Business Development Manager

Significant Accomplishment:

- ❖ Played a key role in creating a breakthrough strategy to beat the competition & configured a best support structure for a better CRM response

Jun'11-Dec'12: Regen Powertech Pvt. Ltd. as Senior Executive-Marketing & Customer Relations, Business Intelligence

Managed customers in Maharashtra, Gujarat, Goa & Rajasthan and Team Lead for Pune, Satara & Kolhapur territories.

Significant Accomplishments:

- ❖ Worked as In-charge of all the site visit activities for all the customer of Regen Powertech invested in Wind Power sites in Maharashtra
- ❖ Bagged multiple orders from customers like Tata Power, Shraddha Energy & Infra Projects, Priyadarshini, Pertinent,

- Topaz, Pristine, and so on
- ❖ Successfully achieved sales targets of orders worth 250 MW also worked as key individual in generating sales in advance for the year 2014 - 2015
 - ❖ Led a team to manage the tenders for governmental bodies that is MSEDCCL for a project of 600 MW capacity

Feb'09-Jun'11: Ghodawat Energy Pvt. Ltd., Pune/Mumbai as Assistant Manager-Marketing, Business Development & Intelligence

Significant Accomplishments:

- ❖ Successfully attained 3 orders for 1.65 MW Wind Energy Converters within first 6 months of my association with the company, Net worth of all the Orders together – 29 Cr INR
- ❖ Played a key role in generating lead for the Northern, Western & Metro cities in the state of Andhra Pradesh & Tamil Nadu
- ❖ Significantly achieved sales even without the C WET Certification for the Wind Turbine

Entrepreneurial Experience

Dec'08-Jan'09: Worked as Freelancer for Market Research & Segmentation, Venture Capital Tendering done for various companies

Personal Details

Date of Birth: 26th April 1985

Languages Known: Hindi, Marathi & English

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