

# Pratik V. Gangodkar

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## Resume Summary

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Over 9 years of experience in marketing and operations, specializing in project management from inception to completion across FMCD, BFSI, and IT solutions. Proven track record of enhancing efficiency and profitability by over 20% through market research and data analysis. Achieved a 30% revenue increase by implementing effective ATL and BTL marketing strategies. Proficient in account management, product management, project management, category management, brand management, and business development. Skilled in stakeholder engagement and coordination to achieve business objectives and drive growth.

## Skills

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Key Account Management • Vendor and Channel development • Business Analysis • Negotiations • Stakeholder communication • Category Management • Brand Management • Demand Forecasting & Planning • Pricing Strategy • Digital Marketing • Merchandising • Cross-Functional Collaboration • Supply Chain Management

## Professional Experience

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2022/09 – present

### Category Manager

*Reliance Retail - JioMart*

- **Category Management:** Category Manager for Toys & Games with monthly ₹2.8 Cr GMV spread across 250+ vendors. Conceptualized & implemented thematic activities to boost category sales / margins for 27000+ SKUs from 300+ brands. Successfully led end-to-end new Product Introductions, including securing high-visibility placements and developing strategic vendor relationships, resulting in 20% increase in category sales. Achieved 4.5X growth in GMV and 3.9X increase in NMV for FY2023 by onboarding top multi-category brands and improving profitability through 3X increase in Average Selling Price (ASP).
- **Strategic Implementation:** Addressed DSR & logistics issues for 8 marquee vendors in Toys category with an impact of INR 80.3 L on bottomline. Collaborated closely with supply chain and replenishment teams to ensure vendor availability and optimal fill rates resulting in reduction in customer cancellations by 38%.
- **Marketing Management:** Ideated and executed fortnightly promotions, category and seasonal events, mega events, enhancing wireframe visibility. Led ATL performance marketing initiatives and developed wireframes for growth categories, resulting in 7X increase in Product Detail Page (PDP) views in H2 '23. Designed wireframe for STLS store and Toys and Games Storefront on JioMart App.
- **Buying Activities:** Directed B2B bulk procurement, negotiating Terms of Trade (ToTs) and forging partnerships for new launches and existing offers. Pioneered procurement model for toys category initiating purchase across 10 marquee brands for 70+ SKUs.

2021/12 – 2022/08

### Senior Manager - Account Manager

*Visionet Systems Inc*

- **Client Portfolio Management:** Successfully managed \$1.5 million USD client portfolio, delivering 15% growth by capitalizing on new business opportunities while maintaining existing revenue streams.
- **Operational Enhancement:** Improved client relationships and operational efficiency by optimizing delivery Standard Operating Procedures (SOPs) by 20%. Successfully secured \$200,000 annual deal with dormant US customers, showcasing proactive growth initiatives.

2018/07 – 2021/12

### Key Account Manager

*ICICI Prudential Life Insurance*

- **Key Account Leadership:** Managed INR 10+ Cr annually in key accounts at ICICI Prudential Life Insurance, overseeing 10+ strategic accounts and leading a team of 6 dedicated account managers.

- **Strategic Marketing:** Formulated data-driven marketing strategies, tracking and reporting of KPIs to achieve consistent 25% YoY growth since 2018, increasing shop share from 25% to 54%, and elevating persistency of payments from 75% (2018) to 95% (2021).
- **Exceptional Recognition:** Acknowledged for exceptional performance, securing Top-20 manager status nationally for 3 consecutive years and receiving a promotion.

2016/09 – 2018/07

#### **Business Analyst**

*Imerys S. A.*

- **Global Go-to-Market Strategy:** Led development of global marketing strategies, conducting thorough trend and competitor analysis for both B2B and B2C models.
- **Supply Chain Enhancement:** Collaborated with cross-functional teams to optimize stocking strategies, reducing lead times for critical product lines.
- **Vendor and B2B Growth:** Managed vendors, achieving 70% production growth YoY, and spearheaded B2B channel expansion, securing 5 OEM contracts and increasing volume from 20,000 to 1,50,000 units in one year, with a focus on global expansion

2015/04 – 2016/08

#### **Key Account Manager**

*Manipal Technologies Ltd.*

- **Market Opportunity Identification:** Identified business opportunities for online and offline examination solutions in Mumbai. Devised BTL marketing strategies for prospects. Participated in 12 tenders from PSU and private organizations, converting 5 within the first year of departmental operations.
- **Project Management:** Oversaw 5 end-to-end project cycles for government and private institutions. Managed lead generation, assessment, and final project report submission.

### **Education**

2013 – 2015	<b>PGDM - Marketing and Operations</b> <i>T. A. Pai Management Institute</i>	Manipal
2009 – 2013	<b>B. E. Chemical</b> <i>MIT Academy of Engineering</i>	Pune

### **Certificates**

<b>Chemical Process Engineering,</b> <b>Chemsys Pune</b>	<b>Green Belt Six Sigma, ADAAP</b> <b>Process Solutions</b>	<b>DELF (Diplôme études en</b> <b>Langue Française)</b> <i>Level 1</i>
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### **Awards**

2023	<b>Customer champion of the quarter</b> <i>Reliance Retail - JioMart</i>
2021	<b>Red Carpet Award 2021</b> <i>ICICI Prudential Life Insurance</i>
2020	<b>Captain and Generals Award 2019-20</b> <i>ICICI Prudential Life Insurance</i>
2017	<b>Special Achievement for development in sales channel</b> <i>Imerys</i>