

Anirudha Kulkarni

Business Development Manager

✉ anirudhapkulkarni@gmail.com ☎ +91 8983481390 🔗 [linkedin.com/in/anirudha-kulkarni/](https://www.linkedin.com/in/anirudha-kulkarni/)

I am a highly accomplished Marketing & Sales professional with 8+ years of experience, proven in client relationship management, lead generation, and sales growth. My expertise in CRM, GTM strategy, B2B sales, and business development, combined with solution selling and problem-solving, has earned me numerous accolades. I excel in managing direct and channel sales, and partner relationships, leveraging AI as a tool to enhance processes and strategies. Consistently aligning my result-driven approach with established policies and business ethics, I maximize market share and deliver exceptional business outcomes through strategic partnerships and process optimization.

Experience

Yangpoo Executive Education (Harvard Business Pub), Pune, MH
University Partnership Manager (BDM)

03/2023 - 09/2024

- Successfully contracted a deal of \$22000 for Harvard Business Publications Solutions for Mumbai & Pune Based B-School Within one and a half months
- Prepared and Executed a GTM Strategy for the potential accounts after undertaking a segmentation based on the profiling of the Institutions on the applicable parameters.
- Efficacious Contracted Deals with State University Affiliated Institutes - Despite these institutes being apart from our main target customers, I was able to convince them to engage with Harvard Solutions.
- Established and nurtured strong relationships with all prominent PGDM institutes in Mumbai & Pune, fostering partnerships to implement Harvard's Solutions.
- Collaborated closely with academic directors and faculty members to understand their specific requirements and tailor Harvard Business Publications content accordingly
- Conducted presentations and workshops to showcase the value and benefits of integrating Harvard Business Publications materials into the institutes' programs.

Pearson Education India | Pune, MH
Territory Manager

08/2022 - 03/2023

- Built and maintained strong relationships with key clients, fostering long- term partnerships and driving repeat business.
- Regularly monitored territory sales using Salesforce and One CRM to ensure targets were on track for achievement
- Successfully achieved annual print category target through effective sales management and customer relationship development
- Collaborated with cross-functional teams to identify opportunities for growth and implemented strategies to maximize sales and market penetration
- Monitored competitor activities, providing timely reports to management for strategic decision-making.

Betterplace (My Rocket Job Portal) | Mumbai, MH

12/2021 - 08/2022

Account Manager

- Led the successful initiation and implementation of trial access for the "My Rocket" job portal, a leading platform specializing in hiring blue-collar candidates, within enterprise accounts in the manufacturing and logistics industry
- Developed and executed comprehensive strategies to drive adoption and utilization of the platform among key clients, resulting in a significant increase in qualified blue-collar candidates and improved recruitment efficiency
- Collaborated closely with senior management, sales teams, and technical support to customize the portal according to the client's specific requirements, ensuring seamless integration and a user-friendly experience
- Conducted regular face-to-face meetings with clients to strengthen relationships, address concerns, and identify growth opportunities.

GIST- Global Information Systems Technology | Mumbai, MH

01/2021 - 12/2021

Account Manager

- Successfully delivered and promoted digital products (platforms) of renowned publishers in the Higher Education market, including E-Books, Journals, and Library Management Solutions
- Managed all the Channel Partners and insured to possess an excellent interpersonal relationship with all Publishers as well as vendors.
- Successfully Closed 6 HE Institutional orders
- With on-Boarding Process, Agreements, and Payment Collections within a defined business Cycle

McGraw Hill Education | Mumbai, MH

08/2017 - 01/2021

Sales Executive

- Archived Nearly 1cr Business Every Year by Implementing Digital Products (Platforms) like - Express Library, Connect, ELLevate Etc and Print Products in the Academic Market
- Worked with the regional sales Manager to develop strategies to keep ahead of the Competition through research and prospecting
- Utilize Salesforce.com to create and work on sales Opportunities and Quotes
- Worked with Channel Partners in both vertical Prints - Retailers to Stockiest and Digital -Third-Party Vendors - with all Documentation, Payment Collection, and Managing their Projections.
- Customized service offerings to accommodate consumer needs.

Education

Sinhagad Institute of Management I Pune University
Master of Business Administration in Marketing

2016

Swami Ramanand Teerth Marathwada University
Bachelor of Science in Computer Science

2014

Yashwantrao Chavan Maharashtra Open University
Bachelor of Art in Psychology

2014

Skills

- Willingness to learn
- Preparation and attention to detail
- Communication Skills
- Prospecting.
- Sales Closing Proficiency
- Relationship Building
- Data Analysis
- CRM Software Proficiency
- Sales Forecasting

Certificates

- Post-Graduate Diploma Certificate in Digital Marketing, - Upgrad in Association with MICA, 10/2022
- Certificate of Completion of the AI Tool Mastery Program, - Be10x 01/2024
- Certified for course Completion of Project Management - Online Course - Harvard Business 03/2024

Awards

- Best Region Award from McGraw Hill Education, 01/2020
- The Best Performance Award from GIST (New Comer), 09/2021
- Pearson Best Region Award - Team West: Recognized for Individual Contributions that were crucial to the team's Success, 02/2023