

Mr. Prashant Virbhadra Ruikar

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SYNOPSIS

A dedicated and self-motivated sales and business development professional with over five years of experience in B2B, B2C and B2G environments, specializing in driving sales performance, managing key accounts, and delivering government projects. Demonstrates a proven ability to work collaboratively with internal teams and stakeholders to achieve targets, maximize revenue growth, and streamline the sales cycle across diverse sectors.

PROFESSIONAL EXPERIENCE

| **Senior Business Development Manager** | **ThinkHumble Creative Solutions Pvt. Ltd.** | **Pune** |
| **February 2025 - April 2025** |

- Driving sales for a GenAI-powered learning and assessment platform across education and corporate sectors.
- Targeting schools, colleges, and universities for the full learning solution.
- Engaging with HR Heads and Talent Acquisition professionals to position AI-based assessment solutions.
- Leveraging lead sourcing tools like Lusha, Apollo, and Humanlinker to build qualified prospect lists.
- Executing personalized email campaigns using Mail Merge and Zoho Campaigns.
- Conducting pre-sales calls, product walkthroughs, and detailed solution presentations (virtual and in-person).
- Managing end-to-end sales cycle – from lead generation and nurturing to closing deals and onboarding.
- Working cross-functionally with the product and tech teams to align client needs with platform capabilities.

| **Senior Business Development Manager** | **PurpleRadiance Technologies Pvt. Ltd.** | **Pune** |
| **March 2020 – February 2025** |

- Directed end-to-end sales operations, including cold calling, lead generation, demos, and client conversion.
 - Mentored new sales executives and managed a team to ensure target achievement and pipeline growth.
 - Developed strategic proposals in collaboration with operations and product development teams.
 - Executed client-specific product modifications based on user feedback and market analysis.
 - Maintained CRM records, tracked performance metrics, and implemented customer service strategies to enhance retention and satisfaction.
 - Represented the company PAN India, especially in engagements with state and central law enforcement departments.
 - Oversaw software implementation, client training, and after-sales support including AMC management and technical assistance via TeamViewer, email, and calls.
 - Played a key role in budget planning for sales and marketing activities.
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KEY ACHIEVEMENTS IN GOVERNMENT SECTOR

- SP Office, Narmada, Gujarat – December 2020
- SP Office, Latur, Maharashtra – March 2021
- SP Office, Solapur, Maharashtra – March 2022
- SP Office, Itanagar, Arunachal Pradesh – April 2022
- SP Office, Amreli, Gujarat – May 2022
- SP Office, Satara, Maharashtra – April 2023
- DGP Office, Bihar – March 2024
- SP Office, Dhule, Maharashtra – October 2024
- SP Office, Jalna, Maharashtra – February 2025

EDUCATION

- **Master of Business Administration (Marketing)**
RMD Sinhgad College Pune, Savitribai Phule Pune University | 63.50% | 2020 |
- **Bachelor of Science**
Shri Mahatma Basweshwar College, Latur | 78.87% | 2018 |
- **HSC**
Shri Mahatma Basweshwar College, Latur | 48.92% | 2014 |
- **SSC**
Shri Deshikendra High School, Latur | 69.80% | 2012 |

CORE SKILLS

Strategic Sales & Business Development | Client Management | Government Project Coordination | Team Leadership & Training | Product Demonstration & Presentations | CRM & Database Management | After-sales Support & AMC | Content Creation & Communication | Cold Calling & Email Outreach | Market Research & Competitor Analysis |

PERSONAL DETAILS

- Gender : Male
- Date of Birth : 27th August 1996
- Marital Status : Unmarried
- Language Proficiency : English, Marathi, Hindi
- Nationality : Indian
- Hobbies : Writing Stories, Poems & Articles, Reading Books & Novels, Travelling

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

- **Date :** **Place :** **Signature**