

# Sushil Kulkarni

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## International Sales & Marketing ~ Customer Success ~ Data & Business Analytics

Seeking a position to utilize my skills and abilities in the Information Technology Industry that offers professional growth while being resourceful and flexible to learn new things & deliver my best to company's benefit.

### Summary

- **An ambitious and business savvy professional** with an eventful career of over 7+ years, studied **Master of Computer Science (MCS -I.T)** & PG. Dip. In Int. Business; getting professional exposure predominantly in the areas of **client servicing, business development, SaaS Product Marketing, Brand Development, Key account management, Data Analysis and prospecting.**
- Experienced in Account Farming, strategic planning, Key account Management, Cost analysis, Budget management and Customer engagement.
- **Rich and comprehensive exposure to various industry verticals Information Technology, Knowledge Process Outsourcing, Automobiles, Flexi Packaging & Advertising etc.**
- Skilled at establishing **strategic partnerships to increase revenue**; adept in building and maintaining relationships with key corporate decision-makers, establishing large volume high profit accounts with excellent levels of retention and loyalty.
- Proficient in steering **PreSales and PostSales activity, Customer Onboarding, Market Research, Data Analysis, Problem Solving, Lead generation and profit maximization.**
- **Travelled several countries for business assignments includes - Germany, Netherland, China, Hong-Kong and India thus acquired rich exposure to working in diverse environment.**

### Key Strength Areas

SEO and Local SEO ~ SaaS Product & Brand Development ~ Market & Competitor Analysis ~ Project Planning & Budgeting  
Full Sales lifecycle mang ~ Data Analysis ~ SQL & Data Visualisation (Tableau & Power BI) ~ DWH ETL tool (Informatica)  
CMS Web Development (Wordpress & Joomla) ~ Web Hosting & Migration (Cloud, Shared Web Server).

### Professional Experience and Accomplishments

**Company Name: K Soft Solutions & Citation Builder Pro, Pune & Aurangabad, May, 2019 till date**

**Business Dev. & Customer Success Manager – USA & Canada, Aus & NZ ( SaaS- Product, Web and Dig. Mkt Services)**

- **Managing complete account lifecycle process from account strategy, customer engagement, solution development and contract negotiation in assigned territory i.e. USA & Europe.**
- **Doing Cross/Up selling of complete solution like Custom Web Services and Application, SaaS Product/Platform, Digital Marketing and managed services, and support to ensure customer success.**
- Generated sales revenue through prospecting, nurturing and closing business in the Enterprise/Mid-Ente, SMB Segment.
- Built and maintained professional relationships with key executives and decision-makers.
- Working closely with the technical services team to achieve customer satisfaction.
- Work with product management team to distill key functionality and benefits into core product marketing messages.
- Developed a sales strategy in my assigned territory with a target prospect list and a regional sales plan.
- Owned the planning and scheduling of two-week sprints and clearly articulated the product vision to engineering resulting in hitting 98% of the product goals defined in the beginning of the year in 2020.
- Performed quality assurance (functional testing) and user acceptance testing facilitating on-time and acclaimed "go-live" of the Websites and Web applications.
- Act center point of contact for few project activities liaising with Delivery Managers.
- Build, maintain and improve complex data analysis models that help management of our clients track their business and take strategic decisions.
- Organize & Lead Requirement Gathering (Elicitation) meetings using techniques like Interviews, Questionnaires, Interface Analysis, Document Analysis, Brainstorming Sessions and Focus Group Discussions.
- Worked on the development, implementation of customer first culture; maintained the business for over 300 accounts across the United States and ROW.

### Achievements:-

- Increased sales by 35% in Sep 2019 to Feb'20 by implementing a new sales strategy and email marketing campaign.
- Revamped on-boarding processes and reduce the churn rate for 19-20 on 5%-8% against -23%-30 % in 18-19.

**Company Name: Cosmo Films Ltd. Aurangabad, MH, Nov 2018 - Apr 2019**

**Sales & Int. Buss. Dev. - MEA & Asia pacific**

- Responsible for supporting the Direct Selling Team, sales promotions, launching new products etc.
- Handling Customers queries related to production update, shipment and dispatch details, etc.
- **Managing and updating Customer & Client database in CRM (Sales Force) and ERP- SAP (SD).**
- Coordination and follow-up with three different plant location for timely order execution.
- Handled the Support sales of various products like Lamination Film, BOPP Films, and Speciality Products films.
- Extended active sales support to existing clients, and managed the overall day-to-day operations of the assigned territory.

**Achievements:-**

- Key Assist Iran Sales project for three months and met set objectives by 90%.
- Enhance sales reporting system that brought down discrepancies by 27%.

**Specialty Polyfilms India Pvt. Ltd. Aurangabad, India May 2015 – Nov 2018**

**Business Analyst /Int.Business Development – MEA & Europe (flexible packaging, - Private Label manufacturer,)**

- Responsible for preliminary market research and developing European and Middle East region market for PE Cling and Meat/Fresh produce Cling film.
- Initiate and develop relationship with key decision makers in target organisations for business development.
- Maintain database of all leads generated from assigned countries & their progress reports with updated status/milestones achieved with every lead.
- **Responsible for managing complete business cycle process from client consultation to closing including identifying opportunities, developing focus, and providing tactical business solution for the Fortune 100 Companies in MEA & Europe Territory.**
- **Actively participated in International trade shows as part of brand development.**
- Facilitated production planning & coordination between Production, R&D, and Accounts & Logistics Dept.
- Generated MIS Reports highlighting various details pertaining to commercial.
- Co-ordinate to developed multinationals and customized products as per the clients needs and submitted samples.
- Formulated and implemented various strategies for enhancing sales of new products.
- Performed a variety of people management functions including recruitment for local & expatriates, personnel finance, administration, Transport, travel and visa coordination, career development, etc.

**Achievements**

- Obtained a prestigious order from Israeli client which was 1<sup>st</sup> time in the 10 years of operation.
- **Generated new business and long-term account opportunities through prospecting and cold-calling, resulting in over \$500000 in closed new and recurring business every year.**

**Aurangabad Electricals Limited, (Bagla Group Company), Aurangabad, India May 2014 – Aug 2015**

**SAP - SD Assist & Export Business Analyst – (Italy, Egypt, Vietnam, Bangladesh, Sri Lanka)**

- Performing research into the market keep-up to date with overall business & customer trends.
- Knowledge of working in SAP (SD) module, responsible for all SD activity up to the sale invoice like new customer code creation, rate updating, scheduling agreement & any more.
- Fetch the different reports from SAP discuss on daily basis with company CEO.

**Achievements**

- **Increased Export business by 38 % from the neighboring countries.**

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**Academic and Professional Credentials**

- Master of Computer Science -IT (MCS - Info.Tech) from BAMU, Aurangabad in 2014.
- CERTIFICATE PROGRAM IN EXPORT IMPORT MANAGEMENT (CEI) From Welingkar Institute of Management.

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**Computer Proficiency**

- SAP Module (ERP) : SAP - SD (Sales & Distribution)
- CRM : Sales Force, Zoho, Pipedrive, Agile.
- Reporting Tools : SAP - BO ( Business Objects XI-R3)
- Databases : Oracle, MySQL, Micro. SQL Server, Mongo DB
- Applications : G suite, Office 365, Snov -IO, Mailchimp, Google Analytics, Trello, Canva, Website Auditor.

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**Personal Details**

**Date of Birth** : 12th Jun 1988  
**Passport** : Available, valid till May 2025  
**Marital Status** : Married.

**Other details available upon request.**