

## Manish Wakode

15 years performance driven experience | Digital Transformation | ePayment | eCommerce | eRecruitment | SaaS | PaaS | Software –as-a-Service | IoT | Sales Expert | Payment Solutions | B2G - B2B Sales | Corporate Sales | Digital Sales | Education Sales | Client Relationship Management | Sales Management | People Management | Alliance | Actively leading and managing complete customer centric engagement sales cycle through person / virtual meeting | Events, Exhibitions & Conclaves for Business Leads | CRM | SDR | BDR

## Functional Skill's

SaaS Sales

Consultative Sales

Marketing Management

Business Development

B2G & B2B sales

Key Account Management

Revenue Management

Retention Strategies

Event/Exhibition Networking

Sales Forecasting

Team Lead & Management

HRtech / Marktech/  
Healthtech/Fintech/ Agtech  
platform

SaaS based Employee Benefit

- Over 15 years of SaaS/ PaaS Sales work experience from Agritech, Fintech, HRtech & Healthtech industry into B2G & B2B space.
- I am skilled into Sales & Marketing and Customer Success function with top skill - B2G/B2B Sales, SaaS Sales, End to End Sales, Consultative Sales, Digital transformation, Institutional Sales, Channel Partner Development, Enterprise Solutions Sales, Software Sales, Leadership & Initiatives ,Forging Strategic Relationships, Generating Business Lead ,Sales Pipeline Management, Communications, Solution Selling, Sales Process Management, Strategic Business Alliances, SQL-MQL, GTM, Client Success & Service, Lead hunting – nurturing- farming, Customer On boarding and Ongoing servicing for successfully renewals People & Process Management.
- Demonstrated hands-on experience with HubSpot, ClickUp, Zoho and Salesforce tool's to manage sales pipelines, optimize lead generation, ensuring efficient lead management, precise task tracking, enhance team collaboration, maintain accurate customer data and streamline sales process. Achieved significant improvements in manage sales pipelines, track customer interactions, streamline task management resulting in sales forecasting, sales efficiency, enhance team collaboration, provide actionable insights, lead conversion rates, and contributing to exceeding sales targets / revenue growth - QoQ/YoY.

## Mapmycrop – Customer Success Head – 12/2023 till date

- My experience in liaising with Government agencies NABARD, Central and State Government- Agriculture & Cooperative Department, Cooperative Institution, Primary Agriculture Credit Cooperative Society (PACCS), Insurance Companies, PSU, Banks, Agri Input industry and Farmers Producers Company (FPC/FPO) has equipped me with a comprehensive understanding of regulatory frameworks and compliance requirements, ensuring seamless operations of project's within the agritech domain.
- Helping client to transform in digital space to deliver business value by helping them optimize their IT capabilities, practices and operations with state of art experience in AI-ML Artificial intelligence - Machine learning, Satellite ,GIS, Data Analysis ,high-technology.
- Leading End to end sales from Presentation /pitch as the "Technical Services Provider"(TSP) Solutions ,RFP Execution, Government Tender handling, Channel Management, Government Bureaucrat / CXO meeting and demo presentation, End to end sales and operations process.
- Proven track record of driving end-to-end sales and forging strategic partnerships with Government agencies, Banks, PACCS,FPCs and Agri input organizations.
- Pre-Sales, RFQ, Bid Management, Presales, Proposal Writing, Solution Design, RFI, Data Visualization, Proposal Management, Proposal Building, Data Analytics, Solutioning, RFQ, RFP Skilled in delivering exceptional Presentation, Demo & Customer service and ensuring stakeholder satisfaction. Developed and implemented customer success strategies to ensure client onboarding - retention and satisfaction. Led end-to-end sales processes, including prospecting, lead generation, negotiation, and closing deals within the agritech sector. Established and nurtured strong relationships with Government departments, securing partnerships and contracts for agricultural projects and initiatives. Collaborated with Banks to develop financing solutions for farmers and agricultural businesses, facilitating access to capital and credit facilities. Formulated strategic alliances with FPCs to promote the adoption of agritech solutions and drive agricultural productivity and sustainability. Engaged with Agri Input & food processing organizations to understand their needs and requirements, customizing solutions to enhance supply chain efficiency and quality control. Directed a team of sales professionals, providing guidance and support to achieve sales targets and deliver exceptional customer service. Implemented customer success strategies to ensure client satisfaction and retention, resulting in a high rate of customer loyalty and repeat business. Utilized data analytics and CRM tools to track sales performance, identify trends, and make data-driven decisions to optimize sales processes and maximize revenue.
- Skilled in delivering exceptional Presentation, Demo, Customer Success and ensuring satisfaction.
- Developed and implemented customer success strategies to ensure client retention and satisfaction in the agritech sector.
- Led end-to-end sales processes, including client mapping – account based marketing, prospecting, lead generation, SQL - MQL, negotiation, and closing deals within the agritech sector.
- Established and nurtured strong relationships with Government departments, securing partnerships and contracts for agricultural projects and initiatives.

Solutions such as Meal, Expenses Management, Reimbursement, Fuel, Gift, Reward.

Digitizing Reward Campaign,

Digital Employee Engagement Campaign

Digitizing Trade Campaign

Digitizing Consumer Loyalty program

Incentive Campaign for stakeholder & Channel Partners.

SaaS based Recruitment platform

## Education

- Masters of Business Administration and Marketing Management.  
University of Pune – 2005-07.
- Bachelor of Science – Mathematics & Computer Science.  
Amravati University – 2001-04

## Affiliations

- Chief Executives | CEO, COO, CFO, CXO's |
- Startup Specialist Group – Online Global Network
- LINKEDIN – HR ( Human Resource Group )
- SHRM ( Society for Human Resource Management )
- People Matters
- Think HR

- Collaborated with Banks to develop financing solutions for farmers and agricultural businesses, facilitating access to capital and credit facilities.
- Formulated strategic alliances with FPCs to promote the adoption of agritech solutions and drive agricultural productivity and sustainability.
- Engaged with food processing organizations to understand their needs and requirements, customizing solutions to enhance supply chain efficiency and quality control.
- Directed a team of sales professionals, providing guidance and support to achieve sales targets and deliver exceptional customer service.
- Implemented customer success strategies to ensure client satisfaction and retention, resulting in a high rate of customer loyalty and repeat business.
- Utilized data analytics and CRM tools to track sales performance, identify trends, and make data-driven decisions to optimize sales processes and maximize revenue

### **Elliot System Pvt. Ltd. General Manager – Sales & Marketing –05/2022 to 04/2023**

- Elliot Systems is headquartered in Texas in the US. Elliot System is leaders in digital transformation technologies using Industrial Internet of Things (IIoT) solutions.
- Handling end-to-end Sales, Expertise in process of tracking the sales funnel and delivering regular insights to the business. Driving monthly sales target by partnering with the sales team, identifying customers and sales opportunities by analyzing sales data and consumption trends. Oversee the sales funnel, develop and implement the sale processes to enable accurate forecasting and target achievement. Define and deliver techniques to improve the funnel performance.
- Responsible for revenue management, optimization, pricing, margin and overall P&L management. Enhancing sales productivity by enabling the team to work smarter by simplifying processes.
- Creating and managing automation tools like Hubspot to increase sales process efficiency.
- Establishing relevant business KPIs for the company to track, create and execute commercial strategies aimed at accelerating growth.
- Evaluating the effectiveness of business operations, including productivity and efficiency. Recommending changes to improve efficiency and profitability of operations, including increasing revenues or decreasing costs.
- Lead and execute all commercial and business growth activities.
- Build relationship with key customers and drive engagement through regular visits.
- Coordinating with other departments to develop partnerships or alliances that can help the organization achieve its goals.
- Creating MIS and dashboards highlighting outcomes, opportunities and risks.
- And Running demo presentation of IIOT solution across industry.

Key Skills: Strategic Thinking, Communication, Leadership, Financial Acumen, Technology

### **iCognitive Global Pvt Ltd - Agri10x –Manager – Digital Sales 04/2021 to 04/2022**

- A dynamic professional with extensive experience in spearheading eCommerce and digital transformation initiatives within the agricultural sector. Proven track record of closely collaborating with Agricultural Produce Market Committees (APMC), APEDA, and Farmer Producer Companies (FPCs).
- Proficiently conceptualizing and implementing E Marketplace and modern trade practices, optimizing the agri ecosystem to serve diverse stakeholders including farmers, traders, food malls, food processing organizations, supermarkets, transporters, and hospitality chains. Skilled in on-boarding and digitizing agri produce trades onto eCommerce and AgTech platforms, while ensuring seamless supply chain management and last-mile operations. Recognized for mentoring and leading cross-functional teams to achieve organizational objectives.
- Collaborated closely with Agricultural Produce Market Committees (APMC), APEDA, and Farmer Producer Companies (FPCs) as a strategic partner for eCommerce and digital transformation initiatives.
- Led the conceptualization and implementation of E Marketplace and modern trade practices within the agricultural ecosystem, catering to a wide range of stakeholders including farmers, FPCs, traders, food malls, food processing organizations, supermarkets, transporters, and hospitality chains.
- Successfully on-boarded and digitized ongoing agri produce trades onto eCommerce and AgTech platforms, ensuring efficient order tracking and payment settlements.
- Managed supply chain operations and last-mile delivery activities for the West region, ensuring timely and accurate delivery of agricultural commodities.

## Contact

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- Provided mentorship and guidance to a dedicated team of 30 resources, fostering a culture of innovation and excellence.
- Implemented processes for adding commodity stock on the application, enhancing the platform's usability and effectiveness

### **Pinelabs Area Manager – Pune, Maharashtra 12/2019 till 02/2021**

- Sales and Marketing professional experience in Fintech industry. Driving End to end Digital Payments Solutions across products-Payment Gateway (Cards, UPI, QR, Netbanking, Wallet), EMI, UPI / QR and POS. Lead generation, SQL –MQL ,Strategic alliances with Corporate Houses, Government Institutes, NBFC's and Insurance players for digital payments needs. Built & developed Compulsive/Government, Education verticals by following strategic operation plan for West region
- Action-oriented and innovative professional having good exposure in Top decision-makers in West region **Gov't verticals**, Education **sector** (School, Colleges and Universities), and **top ERP and TSP**
- Handling end to end Payment solution with Tech - platform which allows all parties seamlessly interact and accelerate the conversion of cash transactions to digital payments thereby bringing convenience, speed, security and choice to the end consumers.
- Helping Government agencies – Settlement Commissioner & Director of Land records Govt. Of Maharashtra, Mhada, Pune Municipal Corporation, Pimpri Chinchwad Municipal Corporation, CDAC, Pune University to Automate/Digitize and enhance Payments through selling Payment Software Solutions,
- Helping Corporate House to Automate Channel Partner engagement Program, Business Associates engagement Program, Employee engagement Campaign, Employee Rewards and Recognition Campaign, Digital Perks & Benefits Program, Gift card, Prepaid card, Build customer loyalty Campaign and Incentive sales channel campaign, Reward Gratification Campaign through SaaS program.
- Acting as bridge between Client and Delivery Team (Automation Team) for narrating exact scope of work/services and exchanging the feedback and customer success.

### **HT Media Ltd**

#### **Key Account Manager (04/2015 to 11/2019)**

#### **Asst. Manager (09/2009 to 10/2011)**

- Primary interface for the positioning and selling HT Media's Digital , Print and Event services. Has successfully managed the YoY Revenue Generation assignments. Articulating AOP.
- Handel the portfolio of client from Government, IT, ITES, Manufacturing, Education, Real estate, Healthcare.
- Shine.com - Positioning and selling Shine.com Recruitment solution into the B2B space. Meeting with key stakeholder - Talent Acquisition Head /CHRO of corporate house.
- Event Business - Has actively involved in arranging and executing Event & Exhibition. Successfully organized series of Mega Job, Placement and Career Fair at metro cities.
- Digital Campaign Business -Successfully executed - Social Media Campaign, Targeted Emailer, Flash SMS, Facebook retargeting campaign, Banner ad, Space selling, CPC/ CPL Campaign.
- Cross-Up Sale opportunity with Print, Digital, Radio & Event sales.
- Industry Skill Set - Digital Advertising, Digital Promotions, Print Ad Sales,Media Sales, Ad Sales Digital Sales, Digital Ad Sales, Digital Campaigning, (Targeted Email, Flash SMS, Social Media Campaign),Radio Ad, Event & Exhibition Sponsorship sales, Online Ad Sales, ATL / BTL, Branding Solution.

**Vidal Healthcare Services Pvt. Ltd** formerly known as **TTK Healthcare Services.**  
(11/2011 to 03/2015)

**Business Development Manager - Corporate Sales Pune, Maharashtra**

- Strategic sales of an Artificial Intelligence base Integrated Health Management Platform to Corporate, Business House across Maharashtra. Empanel Hospital and Diagnostic Center from Maharashtra on Vidal Healthcare panel as Facility center for wellness program. Equally capitalize on the Insurance broker to seek the business leads.
- Meetings with key people like CHRO, C&B Head, Employee Benefit Manager, Finance Manager, Admin & Facility Manager of Corporate House.
- Actively involved in arranging Corporate Wellness program Like Annual Health Check-up, Pre-Employment Health Check-up Health Talks, and Health Events as per statutory compliance. Managing and educating sales team about the approach and market status for generating business by tapping the different market verticals to enhance sales. Also involved in mobilize internal resources for delivering superior service experience to corporate clients. Maintains database and MIS accurately to capture Business Development efforts and information.

**Saongroup.com India Pvt Ltd** (06/2007 to 08/2009)

**Area Sales Manager Pune, Maharashtra**

- HRTech Platform Sales, Online Recruitment –Job Board- eRecruitment Services – Online job space selling, Employer Branding, Database Access Sales, Meeting TA and HR Head for across industry.