

# **Rachana Sarpotdar**

Ahmedabad, GJ.

---

## **SUMMARY**

- An accomplished e-Commerce professional with background in engineering and management.
- Hands-on experience in catalog building, category creation and management, new product development and merchandising, lead generation. Having a track record of successfully contributing to the growth of the organization by effectively managing categories from conception to completion.
- Able to work collaboratively with diverse teams in achieving the goal of the organization.

## **PROFESSIONAL EXPERIENCE**

**05/2016 – Present**

**Caterpillar Signs Pvt. Ltd. (Group Bayport) – Ahmedabad**

### **Sr. Manager - Category Management (01/2023 - Present)**

- Responsible for developing and managing categories for all the sub-brands of the company.
- Responsible for top line revenue goals.
- Building the category strategy and execution plan.
- Working closely with production, procurement, vendor management, product, catalog, marketing, creative and legal team to successfully launch new categories.
- Managing New Product Development process and maintain the tracker on daily Basis. Have weekly meetings and day-to-day coordination with the cross-functional teams for the progress.
- Defining product pricing based on competitor analysis, product cost, shipping cost, desired margin, and other factors.
- Identify defects and develop scalable processes to address and accelerate non-performing products. Define exit strategies if required.

### **Manager - Category Management (01/2022 - Present)**

- Responsible for developing and managing categories for company's flagship brand – Banner-Buzz.
- Assist in driving sales by developing new categories, optimize online merchandising and troubleshoot product issue.
- Communicating with Catalog, Product, Tech, SEO, and Branding team to ensure proper addition, advertisement, and positioning of new products.
- Working closely with production and procurement team to successfully launch new categories.
- Understand current trends, opportunities, competition, and buyers' vision by category and use this knowledge to properly merchandise the products online.
- Identify unique, under-developed, emerging, or new products and categories, based on statistical analysis, competitive landscape, customer feedback, infrastructure, and technology development etc. Communicate to and work with cross-functional teams to execute opportunities.
- Creating promotional plans based on seasonality and market trend.
- Understanding and analyzing cost to decide product pricing.
- Monitoring product performance and developing detailed analysis.

**Assistant Manager e-Commerce (06/2017 – 12/2021)**

- End-to-end catalog and product management, including product conceptualization, creation of product roadmap & strategy, managing product addition and launches & ongoing product improvements.
- Working closely with cross-functional teams and managing stakeholders across various streams.
- Developing and implementing new product strategy.
- Developing new vendors.
- Manage, maintain, and update all elements related to products.
- Managing product uploads on website.
- Monitoring competitive pricing to ensure that company's products offer a compelling value.

**E-Commerce Coordinator (05/2016 – 05/2017)**

- Inter-department coordination for managing and implementing changes across e-Commerce platforms.
- Ensuring smooth and easy order management.
- Staying up-to date with the new development and advancement in all departments and making necessary changes on all applicable platforms.
- Coordination with the technology partners for ongoing changes and additions on the websites.
- Performing user testing and working on user interface to improve user experience.

**03/2014 – 04/2016**

**Compucare India Pvt. Ltd. – Vadodara**

**E-Marketing Executive**

- Generating leads by listing on various business portals.
- Engage in the activities of Lead generation through various sources like calling, digital media, print media, email marketing, exhibitions etc.
- Calling on the leads, preparing quotation and follow-up calls.
- Products listing on various marketplaces like Amazon, Flipkart, eBay.
- Order management and dispatch for the ecommerce sales.
- Dealer network development and management.

**AREAS OF EXPERTISE**

- First-hand experience in developing and managing categories
- Catalog Building
- Product Research & Competitor Analysis
- New Product Development
- Merchandising and Planning
- Lead Generation

## **PROFESSIONAL SKILLS**

- Perfection and Detail oriented
- Ability to handle multiple tasks and aggressive deadlines
- Analytical thinking, attention to details and exceptional organizational skills
- Cross-Functional and Cross-Geographical Communication
- Effective Written and Verbal Communication, with strong active listening
- Defining and owning the process

## **EDUCATIONAL BACKGROUND**

- Masters of Business Administrations (Marketing)  
Centre for Management Studies, Dharmasinh Desai University, Nadiad (2013)
- Bachelors of Engineering (Electronics and Communications)  
Government Engineering College, Gandhinagar (2011)

## **CONTACT DETAILS**

- Email id: [sarpotdar.rachana89@gmail.com](mailto:sarpotdar.rachana89@gmail.com)
- Phone: +91-9428449028 / +91-8320336412
- LinkedIn: [www.linkedin.com/in/rachanasarpotdar](http://www.linkedin.com/in/rachanasarpotdar)