

KETAN CHAUDHARI

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I am seeking for assignments in Business development/ Sales / Marketing / Product Management / Business Analysis with a reputed organization in Pune/ Mumbai/ Ahmedabad.

Profile Snapshot

- **Four year two month** experience in Business Development (B2B Sales), Sales Promotion, Client Relations, Revenue Analysis & Forecasting, Business Analysis & Product Management
- Presently associated with BioResource Group of Companies as Senior Business Development Executive for Industrial Division.
- Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling & marketing strategies.
- An effective communicator with excellent relationship & team management skills.

Areas of Expertise

- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share.
- Effectively implementing sales strategies as a part of brand building and market development effort.
- Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- Analyzing & reviewing the market response / trend and communicating the same to the sales teams for accomplishment of the business goals.

Work Experience

**Since June'2012
to December'2015**

**V-Smart Group of Companies (V-Smart Infotech Inc.),
Worked as Business Development Executive for Gujarat region.**

Company Manufactures

Instruments for measurement and control of processes in metal industry – Temperature measurement systems and Productivity displays.

Company Represents

- Anycasting Ltd (South Korea) – Advanced Casting Simulation software,
- Bosello High Technology s.r.l. (Italy) – Industrial Radioscopic systems for Casting Inspection,
- FMA (Switzerland) - Hydrogen measurement in Molten Aluminium,
- Oxford Instruments (UK) - Handheld X-Ray Spectrometers,
- Romidot Ltd.(Israel) - Aluminium extrusion Profile Inspection System,
- Optris GmbH (UK) – Non Contact Temp. Measurement Systems.

Since January'2016

BioResource Group (BioResource Biotech Pvt. Ltd.)

Working as Senior Business Development Executive for Industrial Division.

Company Represents

- Mettler Toledo - Global leader of measurement & precision instruments ,
- Thermo Fisher- High-end analytical instruments for industries,
- Sigma-Aldrich - Leading Life Science and High Technology company,
- Beckman Coulter - Particle Size Counters for industries,
- Hach – Analytical instruments and Reagents,

Education

2012 MBA (Marketing) from North Maharashtra University, Jalgaon Maharashtra and secured 58.20 %

2009 B.Sc. (Biotechnology) from North Maharashtra University, Jalgaon Maharashtra and secured 51.00 %

Internship

March'12 to June'12

Cadila Healthcare Ltd.

Title: A study of Market Potential through market survey Of Zydus Cadila's product Staytal in Indore region

Description: It aimed at:

- Conducting research to find out in which area company have maximum market potential and the areas in which company should improve the promotional strategies.
- Studying the strategy different chemists and druggists adapted to sell Staytal.
- Suggesting strategy to Zydus Cadila to maximize sales in that particular area.
- Designing the questionnaire for research based upon the interaction with Area Manager.

I.T. Skills

- MS-CIT
- Working knowledge of MS Office

Other Distinctions

- 3rd Prize winner in "National Business Olympiad 2011" hosted by G. H. Raisoni collage, Jalgaon and organized by IIM AHMEDABAD.
- Represented North Maharashtra University in "National Business Olympiad (NBO)" held under Confluence 2011, at IIM Ahmedabad.
- 3rd Prize winner at collage level in Chemistry Talent Search organized by M.J. Collage Jalgaon.
- Participated in International conference organized by Gandhi Research Centre, Shivaji University Kolhapur.
- Paper presented in National conference organized by Department of Management studies, N.M.U. Jalgaon.
- Participated in "Management Students Program (MSP)" held under Confluence 2011, at IIM Ahmedabad.

Personal Details

Date of Birth : 31 July 1989

Languages Known : Marathi, Hindi, English and Gujarati (elementary)

Address :

- a) Permanent- At/p- Amode, Tal-Yawal, Dist.-Jalgaon, Pin-425524, Maharashtra, India.
- b) C/o, N. K. Patil, B-10 Ram Nagar, Chakrapani Vasahat Road, Bhosari, Pune, Pin- 411039, Maharashtra, India