

# SAGAR THIGALE

## Manager – Sales & Business Development at EPPS InfoTech Pvt. Ltd.

Years of Experience – 7.6

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M.B.A.(Marketing), Pune University - 2012

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B.E.(Computers), Pune University – 2010

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### KEY AREAS

- Sales & Revenue Generation
- Business Development & Expansion
- Marketing
- Operations Management
- Presales
- Project Delivery Management
- POC Management

### SOLUTIONS

ERP, HRMS, POS, ERP Add-Ons, Advance Production Planning & Optimization, Supply Chain Optimization, Demand Forecasts, Data / Business Analytics Solutions, Custom Optimization Projects, Data Analytics Training Programs.

### INDUSTRIES SERVED

Manufacturing, Automobiles, Auto Components, Engineering, Trading and Distribution, Logistics, Retail, Services and Contracting, Metal, Steel, Pharma, Chemical, Oil & Gas, Power & Energy, Renewable, Gems & Jewellery, Non Institutional Finance, Education & Training.

### ACHIEVEMENTS

- In EPPS eleven deals signed with manufacturing giants
- In expert two ERP orders signed in first six months.
- “Employee of the year 2017-18” In Defour
- In Defour built a strong Digital Marketing processes from scratch

### SUMMARY

- A Star Performer of a Big Startup.
- Market Exp. - Domestic + International
- Dealing with CxOs, Directors, Plant Heads of Small, Mid, Large orgs.
- An accomplished professional, team leader, consistent on achieving sustained revenue and profitability growth in changing market trends.
- Strong track record in achieving sales targets in a hunter role - net new customers.
- Forecasting & planning strategically for monthly, quarterly and annual sales targets. Tracking, Managing and Reporting on individual & team targets.
- Business Development & Expansion.
- Channel Sales – right from Searching and Qualifying new partners, MOU, Training and On-boarding, help in Marketing, Support in deal closures, Grievance settlement if any.
- Direct Sales – Managing End to End sales cycle - right from new lead gen till deal closure and managing deliveries on time.
- Effective use of Digital Marketing in lead gen
- Functional Consultation to project development Team.
- Solution Testing.
- Managing project implementation and deliveries.
- Training and getting things done from internal teams – Marketing, Inside sales, Presales, Sales, PSG teams, content and technical writer team.
- Coordination with teams - Legal, finance & accounts, Marketing, Web designers and developers, documentation, technical writers etc.

### PROFESSIONAL EXPERIENCE

**EPPS InfoTech Pvt. Ltd. (July 2018 to till date)**

**Role: - Manager – Sales & Business Development**

**Solutions: -**

ERP Add-ons, Optimization Solutions, Prescriptive Analytics, Production Planning and Optimization, Supply Chain Optimization, Demand Forecast Improvements, custom optimization projects....

**Market – Pan India**

**Responsible for: -**

- Direct Sales - End to End sales cycle management - right from new lead gen, account qualifications, customized presentations and demos, conduct POCs, NDA signing, run POCs and submit ROI based results to customers, Technical cum Commercial Proposal, Negotiation, Deal Contracts and Closure, Relationship building for cross selling, contract renewals....
- Channel Sales - right from Searching and Qualifying new partners, Partner presentations, signing MOU, training and onboarding, help in marketing, Support in - customer engagements, POCs, deal closures and deliveries.

- In Defour added six new cities on target arena
- “Sales Leader of the Year 2015-16” in SumanaBh
- “Sales Leader of the Year 2014-15” in SumanaBh
- In SumanaBh added two new products / revenue streams & 5 new states on target arena

## KEY COMPETENCIES

- Direct Sales
- Channels Sales
- Managing End to End Sales cycle
- Domestic + International Market Exp.
- Forecasting, Strategizing & Executing alternate plans with changing market trends.
- Expert in Digital Marketing to generate new leads
- Managing Inter departmental synergy to ensure on time project deliveries
- Customer Relationship
- Leadership, Team Handling, Achieving Targets, Work under pressure, Decision Maker, Proactive

## DIGITAL MARKETING SKILLS

- SMO, SMM
- SEO (On-page & Off-page), SEM
- Campaigning, Email & SMS, Mkt. Automation
- Google - Analytics, Adwords, Search Console
- Website score and ranking optimization
- Blogging, Content Optimization, Content Marketing
- Website Design & Content Management

- Conduction of POC - Gathering required data for POCs, validate it, get missing information, run POCs for customer’s real scenarios, Submit & Present ROI based improvements through solutions
- Functional Consultation to project development Team, inputs in functional logics for developing heuristics, inputs in director’s meetings to decide on near development plans
- Solution Testing
- Coordination for project deliveries, implementation and Training
- Training to internal teams - Marketing, Inside sales, Presales, Sales, PSG teams, content and technical writer team.
- Coordination with teams - Legal, finance & accounts, Marketing, Web designers and developers, documentation, technical writers etc.

### Defour Analytics Pvt. Ltd. (Dec 2016 to June 2018)

#### Role: - Business Development & Marketing Manager

**Solutions:** - Data Analytics solutions, Business Analytics, Consulting, Enterprise Training programs, Analytics Training Programs...

**Focused Market - India, Middle East.**

**Other Market - Global**

**Responsible for:** - Handling – Direct End to End sales cycle, Channel Sales, Marketing & Business Development, Digital Marketing, SEO, SEM, SMO, SMM, Google – Analytics, Adwords, Webmaster, Search Console, Content Management, Design, Blogging, Campaigning, Email, SMS, MKT Automation

### Expert Business Solutions Pvt. Ltd. (May 2016 to Dec 2016)

#### Role: - Manager –Business Development

**Products:** -eNfinity ERP & HRMS

**Market - Middle East**

**Responsible for:** -Lead Generation, use of Social Medias in Lead gen, Qualification, Demo and presentation, Mapping requirements, handover to Kuwait team for closure, handling Inside sales team, Digital Marketing, Campaigning, Blogging.

### SumanaBh Software Pvt. Ltd. (DEC 2012 to May 2016)

**Role: -Sales Manager (Nov 2013 to May 2016)**

**-Sales Executive (Dec 2012 to Oct 2013)**

**Products:** - ERP for SMEs, Jewellery ERP, Jewellery Manufacturing ERP, Money Lending ERP

**Market - Pan India**

**Responsible for:** - Revenue Generation from new customers, Drive sales team to achieve group Targets. Simultaneously achieve individual targets, Channel Sales, Promotion, Branding, Exhibition & Trade Shows, Customer Relationship, Reference Marketing, Presentation, Demonstration, Proposal, Negotiation, Deal Closure. Manage whole sales cycle right from lead gen, deal closure till successful implementation. Coordinating with different teams for on time project delivery and customer success.

## Personal Details

Date of Birth: - 22nd SEP 1988

Languages Known: - Expert in English, Hindi, Marathi

Permanent Address: - New Sangavi, Pune 411061