

Resume

Taral Padhiyar

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Professional Summary :

- Experts in Marketing & Business Analyst, Professional in planning and executing business strategies, master in developing new marketing channels and building strong relationships with customers and industry leaders.
- Vast experience with branding and introducing new products.
- Superb understanding of business sense and strategies.

Objective Statement :

Desire to join a fast paced growing firm that offers a constructive workplace to develop brand strategies, initiate strategic alliances, promote new products, and interact with new clients in order to develop sustained business for the organization.

Core Competencies :

- Competition Analysis – Ability to analyze and compare a firm's products with that of competitors.
- Good communication and management skills – effective leader and motivator.
- Self-assured and confident.

Professional Experience :

- ❖ **July - 2016 to till**
Position Held – Sales Manager.
Ingram Micro.
Department: - Sales & Marketing.

Key Duties:-

- Manage accounts and exceed targets relating to revenue growth, activities, profit margin, mix of products and services sales, customer retention and customer acquisition.
- Identify new market opportunities.
- Complete concept-testing for new products.
- Perform extensive market research.
- Determine brand perceptions and reputations.

- Evaluate market penetration.
- Develop groups and solicit customer feedback.
- Analyze marketing metrics to identify cause and effect relationships.
- Identify positive financial outcomes to increase profitability.
- Create databases and capture market data.
- Analyze competitors.
- Assess client's promotional needs.
- Evaluate demographics, prices, distribution channels, and marketing outlets.
- Conduct secondary research, including finding information from industry associations, statisticians and marketing experts.
- Generate reports that analyze competition and customers.
- Offer insights about product potentials.
- Be familiar with advanced statistical analysis and research methodologies, along with common computer programs.
- B2B sales exposure.
- Drive client satisfaction by providing insights and actionable recommendations during presentations or business reviews and also by providing value-added analyses and response to special requests.
- Undertake regular project reviews with all involved in these processes to ensure transfer of knowledge.
- Provided feedback on the releases of new products and preparing report of product issues and deficiencies.
- Providing tradeshow support; also attendance at conferences and working with Subject Matter Experts, and research to stay on top of changes in business issues/requirements/regulations/Technology and understand where the market is going.
- Designing market research projects to assess customer attitudes to the current product range and new product introductions. Either conduct this research with in-house staff or manage an outside agency i.e. initial identification of suitable partner, definition of responsibilities, communication plan, divisions of responsibility, milestones, contract with company, review transcripts and reports, and recommend action plans from the research.

Skills Acquired:

- Pre-sales, procurement, General management skills, Vendor Handling.
- In-Depth learning and Understanding of sourcing Process
- Design, Documentation & Implementations.(Project management)

Achievements:

- Developed new marketing strategies to capture market channels with new clients.

- Brought new processes to the firm for its growth, using various marketing strategies and communication skills in order to brand the firm in the market and attract new clients.
- Utilized sales and marketing tools to create brand awareness in the market.
- Introduced improvements in business strategies based on customer feedback.
- Expanded business along with the respective market share for the firm.
- Played a key role in company initiatives for developing new projects for future use.

❖ **Nov-2010 up to Jul-2016**

Position Held – Business & Marketing Analyst.

Telstra Australia.

Department: - Operations

Key Responsibilities:

- Develop Sales Strategies in tandem with the marketing department.
- Meet with clients to ascertain marketing goals.
- Initiate vendor qualification, vendor selection and regular performance evaluation.
- Manage a client servicing team to ensure prompt delivery of service to the responsible clients in order to achieve the set financial objectives and other operational performance indicators.
- Determine brand perceptions and reputations.
- Evaluate market penetration.
- Develop groups and solicit customer feedback.
- Analyze marketing metrics to identify cause and effect relationships.
- Identify positive financial outcomes to increase profitability.
- Proposal preparation, Lead negotiations and special bid requests – complex solutions.
- Process design & development, Cross Functional Team Management and process change control.
- To support all procured products and services meet the defined criteria of Quality, Cost and Delivery time.
- Ensuring that the work is executed as per the defined processes, turnaround time, service levels and quality.

Skills Acquired:

- Pre-sales, procurement, General management skills, Customer Handling.
- Knowledge of Telstra onnet pricing & offnet providers feasibility tools & pricing.

Achievements:

- Neotel won major deal even when big players like Verizon was in competition. MRC 137K USD order won by Neotel in 3 months.

- Selected for Vanco UK PEP project with suppliers like BT, Verizon, C&W etc.
 - Maintain high-level project plan against orders and track progress against it for the orders from partners like MCI/Verizon, Sprint, Cable & Wireless, T-Systems, Yipes & Vanco.
- ❖ **Jan-2008 to Nov-2009**
Position Held – Sales Analyst.
British Telecom.
Department: - Operations.

Key Responsibilities:-

- Providing Inter and Intra Team liaison and support.
- Creating the complete reply to tender or proposal in full by packaging the proposed technical solution, identifying costs of components and thereafter creating executive summary, solution matrix compliance, terms and conditions etc
- Initiate vendor qualification, vendor selection and regular performance evaluation
- Responsible for all the Access Management activities in the area of operation. (3rd party Vendor relations, quality & quotes)
- Follow-up with pre-bid activities like pre-bid conferences and replies to customer queries etc.
- Project Management and ensuring the end to end delivery of the services
- Providing phone based customer support and timely resolution of customer issues

Technical Skills :

SAP CRM, SAP BW, Crystal Reporting, Client Central, CINCOM MRP Software, Advanced Knowledge of Microsoft Products like Excel, Power Point & Access, FileMaker Pro-9, Business Objects, Dashboard, Web intelligence, Microsoft Visio.

Qualifications:-

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| ➤ Bachelor of Science.
S. P University, Vidyanager, Gujarat, India. | June 2001 to May 2003 |
| ➤ Masters in Business Administration.
University of New England
Sydney, Australia. | Jun-2003 to Apr-2005 |
| ➤ Marketing Intelligence & Reporting specialist.
Sydney, Australia. | May-2005 to Apr-2006 |

- **Project: Transmission of IP Protocols.** **May-2006 to Dec-2007**
Melbourne Institute of Technology
Sydney, Australia.

Professional Memberships:

- Australian Computer Society (ACS), Sydney, Australia.