

CURRICULUM VITAE

BHARAT PATEL

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Address : A-104, Aaditya Residency - II, Behind Gayatri Party Plot, Gotri, Vadodara – 390021,
Date of Birth : 27th February, 1984
Mobile No. : +91-9974185023,

- ❖ Proficient in running successful method-oriented operations and taking initiatives for business excellence through process improvement. Sales and Marketing | Exports Sales | Key Account Management | Business Development | Commercial Operations
- ❖ Industry Preference: Industrial Products like, Wet Processing Textile machinery & Spares, Gear Box, Mechanical Seals, Capital Equipment, Special Purpose Machines, Plastic Converting Machines & spares, Electrical Panels & Automation etc.
- ❖ Worked comfortably in multi brand environment.
- ❖ Adept in handling technical products due to enriching past experience in technical goods.
- ❖ A well rounded techno-commercial professional.

SUMMARY

- ❖ A competent professional with 17 Year of experience in Sales and Marketing, Key Account Management, Business Development, Client Relationship Management. Consistently paying attention to details and extremely good with numbers. Accustomed to fast-paced hectic work environment. Excellent communication skills, with a reputation for interacting well at all organizational levels.
- ❖ Skilled in MS Word, Excel, Windows, Lotus, Outlook, power point and, ERP like SAP with AutoCAD (2016), and other computer applications.
- ❖ Currently associated with M/s Kusters Calico Machinery Pvt. Ltd, Sr. Office Sales and Marketing.
- ❖ Gained knowledge in exploring and developing new markets, identifying customers, accelerating growth and achieving desired sales goals.
- ❖ Expertise in managing business operations with key focus on top line by optimal utilization of resources.
- ❖ Proficient in increasing sales and average order size by means of cross-selling, up-selling, add-on sales and offering promotional sale items, strengths in managing clients & vendors building long lasting business relations with the same.
- ❖ A keen planner, strategist and implementer with expertise in establishing and managing entire region's business.
- ❖ An enterprising leader with skills in leading personnel towards accomplishment of common goals.
- ❖ Positive Attitude, Ethics and International Values and a healthy, high performance culture.
- ❖ Team builder with the positive attitude and ability to work under pressure.

KEY RESULT AREA

- ❖ Networking with end-users for existing business with continuous monitoring & follow-up visiting end customers regularly for MRO and project business
- ❖ Spearheading region for the sales of Products like, Wet Processing Textiles Machinery, Spares, Lined Piping Systems, Fittings, Mechanical Seals, Gearbox etc.
- ❖ Scanning sales & marketing operations for entire Product Ranges.
- ❖ Supplies and services; managing client relationship through all phases of the sales cycle; visiting all segments like OEM, End Users, EPC and Consultants
- ❖ Strategizing and planning sales process management, forecasting, pricing, key account management & profitability,
- ❖ Looking after sales operations including projecting of annual sales, tracking sales performance and interacting with other areas of the company to ensure that business orders are executed properly and profitably.
- ❖ Developing annual sales plan, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; conducting sales promotion plans and so on; exploring new area of business and customers based on market potential.
- ❖ Improving customer engagement with the product through focused market research and using the resultant analysis to devise the future product roadmap.

HIGHLIGHTS:

- ❖ Domestic & International Sales e.g. Turkey, Thailand, UAE, Indonesia, Bangladesh, South Africa.
- ❖ Tracked end-users like Arvind Ltd, Aakash Fashion Pvt. Ltd., Ultra Denim Pvt. Ltd, NKY Textile Turkey, Next Engineering UAE, Reliance Industries Ltd, RSWM Ltd, Kanchan India Pvt. Ltd, Birla Century, Kanchan India Ltd
- ❖ Signed profitable, long-term customer contracts with over 3Crores commercial accounts

ORGANIZATIONAL EXPERIENCE (WORK EXPERIENCE)

Since 21 st November, 2022 to till date	: M/s. Kusters Calico Machinery Pvt. Ltd : Sr. Officer Sales & Marketing
Since 14 th June, 2018" to Present	: M/s. Menzel Engineering India Private Limited, : As Executive Sales & Marketing
Since 5 th January, 2016to 24 th May, 2018	: M/s. Geratex Machinery Private Limited : As Executive Sales & Marketing
Since 2 nd May, 2006 to 15 th December, 2015	: M/s. Kusters Calico Machinery Pvt. Ltd : Officer Sales & Marketing Support

WORK EXPERIENCE

- ❖ Achievement of Parts and Commercial Aftersales objectives for defined market responsibilities.
- ❖ Systematic mind-set, Self-sufficient and process oriented in problem resolution.
- ❖ Handled account detail regularly through email and phone in a timely manner.
- ❖ Wet Processing Textile Machines & Plastic Converting Machines, Modules, Spares Parts, Managed Sales and Marketing operations for INDIA & International Agents.
- ❖ Co-ordination with design department for continuously improvement in machine design and performance.
- ❖ Develop and maintain 'Recommended Spare Parts List' for customer distribution and to support Sales functions. Supports the Account management structure through the administration of pricing discount methodologies.
- ❖ Being part of designing & developing of new machines & taking initiative by reviewing design of textile & plastic laminating machines & various other new machines & ensuring keeping track of related activities.
- ❖ Knowledge of working in SAP System at KUSTERS CALICAO
- ❖ Provide sales and marketing data and guides to help the sales team.
- ❖ Preparing the quotation along with CAD drawing in AutoCAD.
- ❖ Coordinating with Domestic and International customer / agent for require technical and commercial data.
- ❖ An ability to work under pressure, to deadlines and independently and as a team.
- ❖ Review pending orders and specific customers' requests to ensure excellent customer service & experience.
- ❖ Providing troubleshooting assistance for customer orders, account statuses and relevant works
- ❖ Previous experience can be in commercial Customer Support field Service) or Sales experience in comparable industries.

ACADEMIC EXPERIENCE

❖ Export – Import	: First Class
The Indian Institute of Export, -Import, VADODARA (India)	: Year = 2017-2018
❖ Post Graduate Diploma in Marketing & Sales Management	: Second Class
Rajendra Prasad Institute of Communication & Management, Vadodara (INDIA)	: Year = 2008-2009
❖ B. A with Economics	: Second Class
Gujarat University, Dahegam - Ahmedabad (INDIA)	: Year = 2001-2004
❖ H. S. C.:	: First Class
G. H. E. B, Gandhinagar, Gujarat (INDIA)	: Year = 2002-2001
❖ S. S. C.:	: First Class
G. H. S. E. B, Gandhinagar, Gujarat (INDIA)	: Year = 1999-2000

DECLARATION

- ❖ I hereby declare that the details furnished above are true and correct to the best of my knowledge.

Cordially
Bharat Patel
Vadodara, Gujarat