PRATIK KARATHIYA

**Mobile:** +91-8735999985 • **Email:** [pratik.karathiya009@gmail.com](mailto:pratik.karathiya009@gmail.com) <https://www.linkedin.com/in/pratik-karathiya-7323ba104>

**EXECUTIVE SUMMARY**

*An astute professional with **around 8 years** of experience in Sales & Marketing, Business Development, Channel Development and Client Relationship Management.

*Deft at monitoring budgeted financial performance benchmarks along with estimating and establishing cost parameters, budgets, campaigns and potential ROI.

*Gained experience in preparing sales strategies and contributing towards enhancing business volumes & growth and achieving revenue & profitability.

*Adept at working collaboratively with relevant departments to develop detailed product specifications and go-to- market strategy

*Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competition moves to achieve market-share metrics.

*Hands-on exposure in implementing the business planning process and ensures strategic plan objectives are cascaded into departmental business objectives.

**CORE COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| **Plant Management** | **Cost Reduction** | **Negotiation Skill** |
| Utilized plant capacity to enhance production | Reduced production cost by 34% to escalate profitability. | Made negotiation contract with vendors |
| **Business Development** | **Team Management** | **Interpersonal Skill** |
| Acquired over 150 B2B client and  increased organization revenue twice in short span of time | Developed, retained, and  trained a team of 35 sales executive. | Affable person to talk with anyone with  having conflict management and resolution skills. |

**CAREER CONTOUR**

**Since Jan 2014 with PMG Corporation, TOPPR TECHNOLOGY & ALLMARC INDUSTRIES Gujarat Ahmedabad**

Jan-2022 Till now as Senior Manager Sales & Marketing ALLMARC INDUSTRIES PVT LTD

September 2021 – Dec-2021 as Senior Academic Consultant Jul 2020 – August2021Regional Business Manager

Feb 2017 - Jun 2020 as Business Manager Jan 2014- Feb 2017 as Sales Executive

## Key Result Areas:

**Strategic Planning:**

**Devising, executing and managing business plan and communicating company vision and objectives to motivate teams. Managing supply and equipment inventory for business according to forecasts and needs.

*Leading company to successful product launch and growth by developing initial product roadmap and go-to-market strategy.

**Identifying opportunities for improvement, establishing milestones and tailoring products to individual markets. Analyzing feedback, observing consumers and collecting surveys along with tracking and analyzing reports to determine needed improvements.

## Sales & Marketing / Business Development:

*Developing existing business and forecasting prospective targets as well as executing them in a given time frame thus enhancing clientele.

*Identifying & networking with prospective clients generating business from existing accounts and achieving profitability and increased business growth.

*Scanning business scenario and formulating business strategies, long term growth plans, short term growth plans and policy making.

*Analyzing trends & results, establishing pricing strategies, recommending selling prices and monitoring costs, competition, supply & demand.

*Identifying selling possibilities and evaluating customer needs by conducting market research.

## Distribution / Channel Management:

*Handling dealer network and achieving target of sales and collection.

**Managing network of Channel Partners across assigned territories for deeper market penetration& reach. Guiding and training partners to accomplish set revenue and business targets.

*Developing channel partners to increase company-wide sales leads and industry partnerships.

*Negotiating contracts, marketed company involvement, and organized participation yearly in trade shows that increased sales for Growth Sales Team and improved brand recognition.

## Client Relationship Management:

*Managing customer centric operations along with ensuring customer satisfaction by achieving delivery & service quality norms.

**Attending clients’ complaints and undertaking steps for effectively resolving them. Interacting with the customers to gather their feedback regarding the product satisfaction.

*Acquiring new client and maintaining relationship with existing clients, vendors and customers.

**EDUCATION**

**2017 PGDM (Finance)** from MIT School of Business, Pune.

**2013 B.Tech. (Computer Science Engineering)** from Bharti Vidyapith University, Pune.

**ACHIEVEMENTS**

# Regional Business Manager:

*Execute cost cutting strategy to enhance profitability with 34%.

**Build, Retain and Develop a team size of 35 sales executive to achieve monthly target. Design new credit policy, marketing strategy to acquire more than 100 B2B clients.

***Acute supply chain strategy to reduce delivery time and fulfil commitments from the organization. Make accurate budgeting, forecasting, and marketing strategy to generate minimum revenue of 3cr. Exceed monthly target with 150%

*Conduct weekly research for develop a new product.

# Academic Consultant in TOPPR TECHNOLOGIES:

*Became a key player within my team.

**Secured top 3 place consultant within my geographic location. Overachieve revenue target which is given by the organization.

**Senior Manager Sales & Marketing (Allmarc Industries Pvt Ltd):**

* Acquire over 15 B2B client in very short span of time.
* Handling B2B portal for instance INDIAMART, BIG-DOLLAR
* Looking Digital Marketing of organization.
* Doing cold emailing to enhance my clientele.
* Enhance company’s turnover by 13%