**Pawan Yadav**

**Business & Marketing Head – IoT / Enterprise Software (SaaS)**

**Areete Business Solutions Private Limited**

**Mobile:** (+91) 9673335645

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**Proficiency Forte**

**18+ years of experience** in Business Development **|** Sales Planning & Budgeting **|** Corporate & Channel Sales **|** Market Research **|** Business Intelligence and Strategic Planning **|** Marketing Strategies**|** Vendor Management **|** Brand Management **|** Brand Positioning **|** BTL **|** Key Account Management **|** CRM **|** Corporate Communications **|** Digital Marketing and Social Media Strategies **|** Author **|** B.E. (Mechanical), Army Institute of Technology, Pune **|**PGEP, IIM, Calcutta - Digital and Social Media Marketing Strategies **|** Start-up Growth Expert **|** Indian Achiever Award-21 for Fostering Start-up Ecosystem **|** Digital Strategist Award -21 for adopting best Digital Strategies for Start-ups

**Professional Glimpse**

**Areete Business Solutions Private Limited, Pune** (IoT/SaaS for SCM /Agritech /Farma Industry)

**Business & Marketing Head – IoT / Enterprise Software (SaaS) | Oct 2021 – Till Date**

* Market Research on IoT/ Enterprise Software (SaaS) based Business Opportunities**|** Business Cases**|** Product Diversification Road Map**|**  Product Launches and Product Branding **|**  Acquisitions and Mergers**|** Investor Relations**|** Integrated Marketing Strategies**|**  Digital Marketing Strategies and Implementation **|** Corporate Communication**|** Client expansion **|**  Sales Budget and Revenue**|** P&L Accountability
* ***Momentous:*** *Revenue - 12+ Product launches****|*** *10+ Client Acquisitions****|****50 + Channel Partners****|*** *Revenue - INR 2 Million to INR 18 Million*

**Elate Digital Marketing (OPC) Private Limited, Pune** (Start-up)

**Director – Digital Strategies and Business Acquisitions | June 2020 Sep – 2021 [1.25 Years]**

* Digital Marketing Strategies **|** Business Acquisitions and Growth Strategies**|**  Branding Strategies **|** Resource Building **|** Project Management Strategies**|** Case Studies and Research on Digital Best Practices**|** Digital Analytics **|** Angel Investing Relationship Management **|** Digital Consultancy to Start-ups and MSMEs **|** CSR - Digital Awareness Programs (Imperative for Business Growth)
* ***Momentous:*** *Revenue - INR 0 Million to INR 1 Million (Domestic + International)*

**Mahindra Logistics Limited, Pune**

**Senior Manager – Digital Business Development | July 2018 – May 2020 [2 Years]**

* Market Research - Emerging Automotive SCM Market**|** Competition Analysis **|** Digital Marketing Strategies **|** Digital Transformations for Lead Generation and Tracking **|** Content Marketing Strategies **|** Lead Conversions - New Business Development **|** Sales Target -Revenue Targets and Gross Margin
* ***Momentous:*** *Lead Tracker Mechanism (LTM) to monitor KPIs of Sales team* ***|*** *Generated online leads worth of INR 200 million, 10% upstream growth YOY* ***|*** *Enhanced Lead Conversion Ratio (LCR) from 3% to 7%* ***|*** *Additional Revenue, INR 14 million with Gross Margin of 16%*

**FCA India Automobiles Private Limited**

**Senior Manager – Marketing and Branding | April 2008 – June 2018 [10 Years]**

* Market Research (New Products) **|** Competition Analysis – Accessories **|** Business Cases **|** Product Development & Marketing **|** Sales Planning and Budgeting - Revenue Targets and Gross Margin
* ***Momentous:*** *Introduced 100+ New Products* ***|*** *Five Folds increase in revenue - INR 100 million to INR 500 million in 7 years* ***|*** *Gross Margin from 23% to 44% in 7 years* ***|*** *Export to International Markets* ***|*** *Launch of Linea, Punto, Jeep in India* ***|*** *CEO Innovation Award winner,**India (2012)* ***|*** *Best Business Model award winner, Istanbul, Turkey (2016)*

**Kennametal India Limited, Chennai**

**Assistant Manager – Business Development (EPG Division) | Oct 2005 – March 2008 [2.5 Years]**

* Market Research (New Clients , Tungsten Carbide tools and products) **|** Competition Analysis **|** New Business Development and Retention **|** Sales Target
* ***Momentous:*** *New Business Development in Southern Regions ( Automotive, Steel and Toolmakers* ***|*** *Enhanced the revenue from INR 40 million (Actual for FY-06) to INR 60.5 million (Actual for FY-06~ INR 50 million)* ***|*** *CEO Award winner in EPG for New Business Development*

**Merloni Termosanitari India Limited**

**Executive – Sales (Solar Division) | July 2003 – September 2005 [2.5 Years]**

* **Dealer Development (**Solar Water Heaters, Maharashtra, Goa, Gujarat**) |** Competition Analysis **|** Channel Sales
* ***Momentous:*** *Dealer Development in 34 cities (Maharashtra, Goa and Gujarat)* ***|*** *12 times increase in the sales from INR 6 million to INR 70 million*

**Credentials**

* **Bachelor of Engineering** (Mechanical, 1999-2003) **|** Army Institute of Technology (**AIT**), Pune
* **Post – Graduation Executive Program** (Digital Marketing and Social Media Strategies) **|** Indian Institute of Management **(IIM), Calcutta**
* **Author –** *“Bootstrapping A Software Company”,“Business @ Cloud Level”, “Hello Identity –It’s my Turn Now (A Novel)”,“Building up Green Businesses” and “India Looking for Young Authors”.*
* **Certifications – Mimic Pro** (Digital Marketing Simulation)|**Mimic Social** (Social Media Marketing Simulation)
* **“Indian Achievers Award** **2021**” in recognition of my contribution to flourish Start-up Ecosystem.
* **“Best Social Media Marketing & Digital Strategist of the Year 2021"** for the GLOBAL CHOICE AWARDS 2021, organized by Xel Research Media (P) Ltd. Certificate & Trophy of excellence presented by Lara Dutta (Bollywood Actor/ Miss Universe/ Entrepreneur).

**DOB:** 29th Nov, 1981 | **Address:** C-602, Tanish Homes, Dighi Hills, Pune-15

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