

SAURABH BHANOT

Product Marketeer at Emerson Commercial & Residential Solutions

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Pune



EXPERIENCE

Senior Marketing Executive

Emerson Climate Technologies India Pvt. Ltd.

03/2016 - ongoing Pune

Handling Product & Marketing for Commercial AC & Transport AC business for Emerson commercial & residential solutions, India

- Leading Variable Speed Scroll project success for India region: Have successfully developed an integrated inverter scroll packaged solution for offering to OEMs
- Leading Scroll Chiller business development program, product support for sales, conducting seminars at OEMs & SSI OEMs
- Delivering Product Presentations at various product marketing forums like Emerson Connect, Innovation Forums, Wholesaler development events etc. for generating awareness on new products & technology: active engagement with bodies like RDSO, RAMA, IGBC, ECBC & ISHRAE
- Analyzing Market transitions, emerging refrigerant trends & competition activities: giving inputs to internal & Asia Pacific teams
- Support to Sales team by conducting regular internal training on new & existing products, holding discussions on potential markets
- Close coordination with global R&Ds for smooth & successful establishment/transitioning of products in India Market
- Developing pricing strategies for India Market along with AP team
- Participating as an active speaker in various Forums/Exhibitions, showcasing our products & delivering seminars on our product basket & emerging trends
- Brand building activities like The Emerson Cup: hosting every year, to reward outstanding Innovations in HVAC&R Industry; regular inputs to Mar-com team; Technical seminars to university students etc

Senior Application Engineer

Emerson Climate Technologies

12/2011 - 02/2016 Gurgaon

Worked as a technical leader handling OEMs & Channel Markets for Northern & Eastern India

- Handling Key Comfort & Rail AC OEMs: Carrier, Midea, Daikin, Sidwal, Lloyd Engineering, Blue star, Zamil, Voltas, Hitachi etc. providing technical support for Appliance (System) balancing, Product Design, Field Handling . i.e., working closely with the R&D, Quality & Service teams, supporting on new applications
- Worked on diverse AC & Refrigeration applications, involving use of different compressor technologies like hermetic scrolls, digital scrolls, variable speed, reciprocating & semi hermetic compressors
- Conducting Technical Training on various products/systems, Field Handling/Troubleshooting, Do's & Don'ts, Safety Features

ACHIEVEMENTS

2017 ACREX Award of Excellence in Innovation

Presented an outstanding overview on applications of horizontal scrolls in Indian Railways, which bagged the recognition for Emerson

2015 Emerson Unleashing New Possibilities Business Leader Award by Executive Vice President & GM, through Global Webcast, Sidney, Ohio, US HO

First Horizontal Scroll RMPU A/C developed in India for Indian Railways Mumbai EMU project

2014 Application Engineering Award for Emerson India, at Asia Pacific Sales Meet, Bali, Indonesia

Asia Pacific Award for Technical Lead, Emerson India

PRODUCT TRAINING

Compressor, Flow Controls & Refrigeration Condensing Unit Training

China

Trained At Emerson Climate Technologies Suzhou & Shenyang Plants

- Worked on Hermetic Scroll, Semi Hermetic, Fusion Scroll, Flow Components & Refrigeration Condensing Units

EDUCATION

PGDM (Marketing)

IMT Ghaziabad

07/2014 - 06/2017

GPA

4.00 / 6.00

STRENGTHS

Assertive

Ambitious

Astute

Team Player

EDUCATION

B. TECH
(Mechanical)

DAV Institute Of
Engineering &
Technology

07/2007 - 05/2011

GPA
4.50 / 6.00

12th Grade
(Science)

Greenway Modern
School, Delhi

04/2006 - 05/2007

GPA
5.20 / 6.00