**Satish Matade**

+919860609017, +918007340822 [satishmatade@gmail.com](mailto:satishmatade@gmail.com)

**Management and Strategy Leader**.....................................................................................................

**Key Skills:** Management, Strategy, IT consulting, market research, Demand Estimation & Forecasting, Sales Strategies, Market Feasibility, Business Partner Search, Market Intelligence, Business Development, Presales, Business research, B2B research

SUMMARY**: 8 years** of experience in the field of Management, IT consulting, Pre sales, Strategy Development, Business Research, Market Intelligence, Client Acquisition, Business Planning and Project Execution. I currently lead the Market & Competitive Intelligence team of **Synechron**, helping the top Management formulate business strategy and the Account Teams win more business. Prior to Synechron, I have worked with companies like **MarketsandMarkets**, **BDB** and **Idea Cellular**.

TOTAL EXPERIENCE………………………………………………………………………………………………………………………...

Working with ………………………………………………………………………………………………………………...

[**Synechron Technologies**](http://www.synechron.com/)..........................................................................................Dec 2012 – till date

Designation: **Sr Associate - Research & Strategy**

Job Profile:

* Managing research activities through a team
* Find gap analysis in potential customers’ IT infra and suggest the possible IT solutions.
* Project execution such as Demand generation, JV partner solution provider, feasibilities studies,
* Trends tracking of Benchmarking, Strategy formulation, Procurement analysis, SDLC etc.
* Documentation for presales activities including the gap analysis and our offerings
* Competitive landscape reports by domains, technology, geography etc for top management on quarterly and annual basis
* Execution of market research / consulting projects in domains like BFSI, Healthcare, Food and Beverages, Energy, Manufacturing, Retail etc
* Work in tandem with sales managers for technologies like Big data, QA, Digital Media & Technology, Application development, Mobility, BPM, System Integration etc.

Worked with………………………………………………………………………………………………………………

[**MarketsandMarkets**](http://www.marketsandmarkets.com/)...............................................................................................Sept 2011 – Dec 2012

Designation**: Team Leader - Electronics and Semiconductor & ICT**

JobProfile**:**

* Managing end to end syndicate and consulting research projects
* Developing and implementing the most up-to-date project design, scripting and analysis Skills
* Execute in-depth study and analysis of the latest trends and technologies affecting the market across various topics in the industry.
* Conduct primary and secondary research (quantitative and qualitative) to address the market forecasts and analysis of the assigned topic.
* Interview representatives from leading companies in order to obtain expert opinion on the market trends and future prospects of the respective market.
* Interpret quantitative data and carry out Porter Five Force model and PEST analysis to produce realistic market forecasts (including revenue, market share, CAGR, sizing) covering both global and regional level markets on MICRO and MACRO level.
* Provide recommendations for viable new topic areas within the industry for future reports.
* Address queries of potential customers regarding the content of the report.
* Set up standards for quality control; measure and report performance against those standards.
* Write market/Industry research studies, procurement analysis reports.
* Client interaction: Develop and maintain strong, ongoing, productive working relationship with stakeholders for the provision of research support services.
* Prepare the marketing collaterals, sales proposals and advising on costing for projects

[**BDB India Private Limited**](http://www.bdbipl.com/).....................................................................................Jan 2007 – Aug 2011

Designation: **Assistant manager - Projects**

Job Profile:

* Executed market research projects like Demand Estimation and Forecast, Market analysis, Go-to market strategy, Market (Techno Commercial) Feasibility, Procurement analysis, Brand management, Sales Strategies, Customer-vendors satisfaction.
* Handled projects across the verticals such as Automotive, Engineering, Consumer Durable, Electronics, Textile, Metal, Chemicals, BFSI and Healthcare etc.
* Partner Search (Joint venture) studies for global giants looking for joint venture or alliance with potential partner in India.
* Create complete business cases and valuations, with strategic and financial analysis, SWOT, its competitors and industry to frame strategic rationale for further decisions to be taken in future.
* Perform market research and generate insightful analysis on overall markets, competitors, suppliers and for senior management.
* Analyze market reports, press releases, trade journals, magazines and other competitive intelligence documents to build strong internal capability for competitive assessment and market intelligence
* Create high quality comprehensive documents, such as industry and company profiles and market trends in an expeditious manner and benchmark results (competitors’ analysis)
* Report writing and presentation

[**Idea Cellular Limited**](http://www.ideacellular.com/)…...........................................................................................Aug 2006 – Dec 2006

Designation: **Corporate Sales Officer**

Job Profile:

* To explore new business territories.
* To fix appointment with the client.
* To find out their requirement and convince them about product.
* To close all the orders from the clients.
* To look for all matters of deals and after sales.

TOOLS PROFICIENCY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Expertise of handling MS Office, MS Access, Outlook, SQL database, SDLC, Manual testing
* Marketing tools handled such as LinkedIn, Salesforce.com, Factiva, Onesource, Hoovers, Rainking etc

ACADEMIA\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PGDBA (Marketing) Rai Foundation College, Mumbai 2006 73%

B. Sc. Vivekanand College, Aurangabad 2003 69%

12th Vivekanand College, Aurangabad 2000 53%

10th Zilla Parishad High School, Patoda, Dist Beed 1997 66%

PERSONAL DETAILS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gender : Male

Birth Date : 01/10/1981

## Passport # : F4755231 (05/09/2005 to 04/09/2015)

Marital Status : Married

Address : B-306, Sunflower Garden Society, Dange Chowk, Pune - 33

Languages Known : English, **Marathi**, Hindi

(Satish P Matade)