

Vaishnavi Pathak

Sr. Manager - Growth & Strategy

Contact

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Skills

Ms Excel
Upper intermediate

Team Leadership
Intermediate

Data Visualization
Intermediate

Enterprise SAAS Sales
Upper intermediate

Market Strategy Development & Implementation
Upper intermediate

Fiercely competitive approach to acquire business, growth acumen, bundle of ideas and innovation, creative and aggressive towards Sales. Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy.

Work History

2022-12 -
Current

Sr. Manager- Growth & Strategy

TravelPlus, Bengaluru

- Leading the Enterprise Business units Pan India ,creating the portfolio of 4 Cr,interacting with C-level executives of the enterprises for end to end product implementation.
- Setting up Targets and responsible for scaling up the TravelPlus business from 0.50L to 4 Cr. by solving/achieving New acquisitions, renewals (Churn control) and upselling ensuring service delivery with maximum Customer delight.
- Responsible for solving multiple challenges in Sales across organization by understanding gaps and challenges, identifying right GTM strategy, creating new process solutions with the product team.
- Hiring, coaching, mentoring, guiding and developing necessary sales skill sets for SDR team to meet business goals and objectives,responsible for the productivity of 10 SDRs.
- Co-ordinate with the Operations Team to ensure faster delivery of services, with Product team for product.

2021-10 -
2022-11

City Head

Livspace, Mumbai

- Responsible for maintaining end to end business of the city, coordinating with other stakeholders for growth and strategy to ensure CM1 positive city.
- Developing the categories with the central team, maintaining the CAC ,planning and strategize BTL activities for acquisition.
- Establishing the vertical by resolving the daily escalations with Customer Success team head and ensuring maximum output from it.
- Mentoring Sales and Operations, Team Building, resolving operations query, providing feedback to the team, team handling of 20 project managers & consultants.
- Led 90% growth in the second month with minimum escalations and smooth operations services.

2020-02 -
2021-09

Area Manager

MyGate , Bengaluru

- Mentoring the Sales team of 10 BDMs, analyzing the performances, weekly review with the team to plan the target Vs Achievement.
- Overachieving the team targets within PAN India following aggressive approach to grow the business with new policies.

- Focusing on 2500 sites to generate revenue business and helping Brands to reach end users, skill added Brand management.
- Topped the scorecard by adding 100 sites in shortest time span. Known for "On Spot closures" and fastest deal closures.
- Strategically converting the competitor sites in Closures which led the revenue growth by 20% quarterly.

2018-06 -
2020-02

Senior Executive

Bajaj Allianz GIC, Indore

- Worked dedicatedly to build **channel sales** with the newly tie-up banks ensured 200% premium target achievement by activating the branches.
- **Cross-sell** GI products to existing/new customers of Bank.
- Introducing various policies to the Branch managers for generating revenue for the banks and for the company as well.
- Assuring **customer satisfaction** in different ways like policy delivery, claim settlement etc.

Education

2016-06 -
2018-06

MBA: Marketing & Finance

Prestige Institute Management & Research - Indore

2012-06 -
2016-06

BBA: Mass Communication

BBA- Mass Communication - Makhanlal Chaturvedi University

Certifications

Strategic Planning : Case Studies

Critical Thinking and Problem Solving