

## **RESUME**

Ashish G.Mehta.

8379891834

Email Id:ashishmehta81@rediffmail.com

### **Summary:**

Seasoned Business Development Manager with over 21 years of Experience, with a Demonstrated History of creating and executing, Successful Marketing Strategies, Proficient in sales, Marketing, Campaign Management ,Marketing research, and Team Leadership.

### **Achievements:**

- **Certificate of “Exceptional Excellence in Sales”** – Go Ezylift tech Pvt. Ltd.
- **Sales Training & Development:** Handled the Team of 25 Guys in Global Direct and Team of 8 People in Goezylift Tech Pvt Ltd.
- **New Business Development** with Clients like L&T,HCC Ltd, Raychem RPG Ltd, Sharon Bio-Medicine Ltd, Samrat remedies limited, Biocon Ltd, Dr.Reddy laboratories Ltd, Nacto Pharma Ltd, Central Railway, Navy, Etc.
- **Successful Run Exhibition** like Chempro Tech,CPHI & PMEC Noida, Pharmalytical Hyderabad.
- **Techno-Commercial offer:** Proficient in cost analysis and estimation to ensure competitive offers are prepared promptly.

### **Skills & Strengths**

- Excellent Team Player, Relationship Building, and Communication Skills
- Strong Analytical skills, problem solving approach and Strategic Thinking
- Quick learner and ability to complete multiple tasks effectively with time management skills
- An energetic self-starter with a high level of drive, initiative and Adaptability Skills
- Well equipped with Microsoft Office Excel, Power Point Presentation, and Word.
- Presentation and Public Speaking Skills.

### **Professional Experience:**

**Organization:** GoEzyLift Tech Pvt Ltd.(EzyLift)- Business Development Manager ,  
(Jan2023 – May 2024.)

**Company Profile:** Vertical Fixed Transport ( Lift, Crane, Hoist, Etc) Mumbai Vasai.

#### **Responsibilities:**

- Spearheading the development and execution of comprehensive sales strategies, resulting in a consistent annual revenue growth of 15% over the past years, with add the client list like Sharon Bio-Medicine Ltd, Samrat remedies limited, Nacto Pharma Ltd, etc.
- Excellent relationship management skills with ability to engage, Negotiate and manage key stakeholders resulting in a 20% expansion of the client base and increased customer retention rates.
- Conduct in-depth market research to qualify developing business opportunities, Leverages industry contacts for strategic intelligence and assesses the viability of potential future proposal efforts, business partnerships or project opportunities.
- Successfully negotiating high-value contracts with key partners, resulting in a 12% increase in the average deal size and a substantial boost in overall profitability.

- Services as capture manager for specific business opportunities works with the business development team to develop leads and opportunities, learning strategies and negotiations proposal planning and price-to-win assessment.
- Implemented a comprehensive sales training program, resulting in a 30% improvement in the team's sales skills and a subsequent boost in overall performance.

**Organization: Shree Padmavati Foods** – Proprietor (October 2020– April 2022.)

**Company Profile:** The Company Manufacturing Homemade Chocolate, Mouth Fresheners, Dry fruits, and Namkeen. (Mumbai, Virar)

**Responsibilities:**

- Built a unique business model that supports customer loyalty, and trust, with a continuous stream of innovative products, added value, and improved quality and quantity of Service.
- Conduct regular market visits to check the coverage, and competitor activity and continuously search for new opportunities in order to increase sales in the Business.
- Demonstrated problem analysis and resolution at both a strategic and functional Level.
- Track record of excellent judgment, capable of making smart decisions in the face of ambiguity and imperfect information and learning from them.
- Execute strategies and plans to maximize the share of business for the allocated key accounts/segments.
- Generate sales for the business in the region through marketing and sales activity of the product.

**Organization: Elphiepoly-** Sales Executive (July 2016 – September 2020.)

**Company Profile:** The Company is a Manufacturer and Exporters of Rubber, Plastic, and Metal Products. Mumbai, Vasai.

**Responsibilities:**

- Exposure to market development, product positioning & handling New & Existing Customers Result oriented an achiever with an excellent track record for identifying new opportunities like L& T, HCC Ltd, EMI Transmissions Ltd, Raychem RPG P Ltd, Central Railway, Navy and others.
- Participates in target/Bid reviews and provides on going feedback to senior management on the status of capture efforts and the viability of continued investment of time and resources in developing business Opportunities.
- Developed creative sales tools, including presentations, trend reports, Cold Calling, and product data- sheets helping to multiply the sales 2 times.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom- line profitability by 18% PA.
- Represent the company at conferences, meetings, and industry events to generate more revenue.
- Implement and execute marketing activities to maximize branding and recognition programs to raise the company's profit by 25%

**Organization: STONE SOURCE (Division of Solid Stone Ltd)-Sales Executive**

(Feb 2013- April 2016)

**Company Profile:** The Company deals in different kinds of Natural Stones, Marble, Granite, semi-Precious Stones, Mosaics, Articles, and Stone Care. Mumbai, Fort

**Responsibilities:**

- Establish relationships with potential clients and Facilitate integration with partner service solutions for customers, Architects, and Interior Designers across Mumbai.
- A thorough knowledge of the Industry, with a wide business development networks of National and international alliances.

- Surpassed growth targets and revenue projections by 12% by coordinating and planning product sales.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and accomplish sales goals year after year.
- Targeted new markets and raise sales by 21% through dynamic sales and negotiation techniques.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to attain profit targets of 12%.

**Organization:** GLOBAL DIRECT-Team Leader (Dec 2002- Dec 2012)

**Company Profile:** The Company was in sales and Marketing of Vodafone Products.

**Responsibilities:**

- Adroit in managing business development, identifying & developing new markets, handling lead generation & Client retention and achieving the set targets for Vodafone Products & Services.
- Experience working in a high-growth, rapidly scaling environment.
- Meet and exceeded up- sell goals by highlighting target merchandise with strategic promotional approaches by 38%.
- Ability to engage, manage and cultivate relationship with big customers.
- Mentored 25 + member sales team in applying effective sales techniques and delivering top-notch customer Service.
- Liaised with sales, marketing, and management teams to develop solutions and accomplish shared objectives.

**Academic Qualifications:**

- **Diploma in Marketing Management** from Welinkar Institute of Management Development & Research Year of Passing 2008.
- **M.Com** Mumbai University Year of Passing 2004.
- **T.Y.B.Com** Siddharth College of Arts, Science & Commerce Year of Passing 2002.
- **H.S.C.** Siddharth College of Arts, Science & Commerce Year of Passing 1999.
- **S.S.C** Robert Money Technical High School Year of Passing 1997.

**Certifications:**

- **Management Essentials** –Upgrade
- **Six Sigma Yellow Belt-6 Sigma Study**-VMEdU.
- **Project Management Essentials**- MST
- **Digital Marketing**-Google Digital Garage
- **Strategic Sourcing & Category Management in Supply Chain Management**-TCS
- **Excel Certificate**-CFI

**Extra-Curricular Activities:**

- **Bronze Medal** in intercollege boxing Championship.
- "C" certificate in N.C.C.

**Personal profile:**

Date of birth : 10.02.1981

Marital Status : Married

Language known: English, Hindi, Marathi, and Gujarati.

Address : Virar (West)