

PRATEEK KHUBLANI

Date of Birth: 17/11/1987

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SUMMARY

A results driven, self-motivated and resourceful individual with a proven ability to develop and strengthen management teams in order to maximise company profitability and efficiency. Experienced leading and growing all sectors of a business to make it a dynamic and progressive organisation. Possessing excellent communication skills and able to establish sustainable and profitable relationships with customers, suppliers and stakeholders across the country.

WORK EXPERIENCE

STAUNCH BIOTECH

DIRECTOR

MAY 2017 ONWARDS

KEY RESPONSIBILITIES:

- a. Maximizing market share through innovative marketing strategies to improve overall bottom line.
- b. Developing business line with stated objectives along with controlled financial status of the business.
- c. Guiding the business into future through planned growth and building industry & cross industry relationships.
- d. Restructure several processes and lines to eliminate cash drains and increase overall revenue.
- e. Increasing overall profit margin through sourcing new vendors and innovative new product introductions.
- f. Improving brand equity through planning marketing & visibility activities with respect to key influencers and their target audience.

VECTOR MANAGEMENT CONSULTING PVT. LTD.

SENIOR CONSULTANT

JANUARY 2014-MAY 2017

KEY RESPONSIBILITIES:

- a. Introduced TOC distribution & sales solutions to client's top & middle management, leading by example and demonstrating benefits of change.
- b. Buy-in of senior management to believe in benefits of proposed TOC framework and to go ahead with organization wide change.
- c. Coached & mentored several teams across various geographies of country to the TOC way of working.
- d. Enhancing company & channel partners throughput by bringing out quantum increase in sales & profit without substantial increase in costs.
- e. Auditing across the country to check on adherence of SOPs, post change has been brought in the organization.

KEY ACHIEVEMENTS:

- a. TOCICO certified practitioner: Supply chain & Logistics.
- b. Brought about a quantum sales increase of above 100% in the designated area through TOC sales solution.

GODREJ CONSUMER PRODUCTS LIMITED

SALES EXECUTIVE

JANUARY 2013-JANUARY 2014

KEY RESPONSIBILITIES:

- a. Manage sales distribution and promotional activities within the region.
- b. Expanding and monitoring the distribution channel and executing sales operation.
- c. Conceptualization & implementation of support plans to achieve volume targets.
- d. Manage client relationships through all phases of sales cycle.
- e. Leading a team of 13 DSRs, responsible for their motivation & team spirit.
- f. Incentives & compensation structuring along with a guidance of career path and training in market & classroom to motivate & groom the team.
- g. Responsible for competitive intelligence and comprehensive knowledge of products & services.

KEY ACHIEVEMENTS:

- a. Achieved annual sales growth of 40% against regional average of 12%.
- b. Completed fastest distribution of a newly launched product across India.
- c. Formulated categorization and new route strategy for all target outlets in Premium and General category; Resulted increase of 10% sales growth

MICHAEL PAGE INTERNATIONAL

CONSULTANT

APRIL 2012 – JANUARY 2013

KEY RESPONSIBILITIES:

- a. Business Development and Key Account Management for generating new/repeat business.
- b. Commercial qualification and market mapping to identify potential customers.

- c. Maintain existing relationships to tap repeat business from client.
- d. Liaison with CXO-level decision-makers to generate business.
- e. Assess and respond to the needs of each particular client or assignment.
- f. Managing my own P&L resulting in more control over my business and mapping the current & future growth aspect.

KEY ACHIEVEMENTS:

- a. Part of the millionaire's club in the organization for revenue generation.
- b. Completed assignments in record time with fortune 500 companies resulting in building effective relationships to generate repeat business.
- c. Managing my own P&L resulting in more control over my business and mapping the current & future growth aspect.

THE SUPREME INDUSTRIES LIMITED

INTERN

APRIL 2011 – JUNE 2011

- Worked on New Products Development: Revolving Chairs & Computer Tables
- Responsible for developing Designs, Colours, Pricing, Market Segmentation, Marketing Strategy & After Sales Service Support

RECOMMENDATIONS IMPLEMENTED:

- Focus on targeting government schools under the ICT decade for focusing on large project sales
- Increase in production of parts like Castors & Revolving Base to build strong after sales service support

EDUCATION

COURSE	SPECIALISATION	INSTITUTE/ COLLEGE	%/CGPA	YEAR
PGDM	Marketing/Finance	FORE school of management, New Delhi	2.83/4	2012
B.TECH	Biotechnology	Amity University, Noida	6.24/10	2009
C.B.S.E (XII)	Science	Bhartiya Vidya Bhawan's Vidyashram, Jaipur	73.4	2005
C.B.S.E (X)	---	Bhartiya Vidya Bhawan's Vidyashram, Jaipur	81.8	2003