



SHIVAM MEHROTRA

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In quest of challenging opportunities in Channel Sales and Marketing, Business Development with a leading organization of repute.

Profile Summary

- Over 11 years of rich experience in Channel Sales, Strategic Planning, Business Development with exposure to International Market.
- Conversant in sales and business development fundamentals, strategizing sales and capability to market and promote product logically.
- Expertise in sales planning, business development, strategy while working in close co-ordination with business associates and marketing team.
- Well versed in Digital Marketing techniques, E-mail marketing, Google Ad-words, SEO, social media and using them as a tool to enhance brand image and meet organizational goals within the cost, time & quality parameters.

Organizational Experience

Since Nov'22 till Date with Macrotech Developers Ltd. as DGM-Channel Distribution and Sales



- Leading channel distribution and sales for Premium and Luxury projects for LODHA across various micro markets of Pune.
- Driving business for AOP accounts -Key Channels across Pune categorised as Gold and Platinum with AOP target of min 10 CR to 75CR
- Responsible for driving 40% of total AOP target for Pune Market through distribution and contributing for Premium and Luxury projects.

Since Dec'19 till Oct'22 Date with Shapoorji Pallonji Real Estate as Sr. Manager -Channel Sales and Marketing

- Heading Channel team and accelerating sales for different projects across various micro markets of Pune.
- Identifying new business opportunities across domestic (Pune, Mumbai, Rest of Maharashtra regions) and GCC markets.
- Tapping new channel from Pune to accelerate business from Mumbai and ROM and NRI Market and vice-versa.
- Frequently meeting and maintaining relationship with top management of IPC's, existing business associates.
- Analysing market trends, competition strategizing payouts and structuring annual operational plans.
- Monitoring team performance on day-to-day basis, setting targets analysing walk-ins and closures.



Since April 17 till Nov 19 with VTP Realty (VTP Group) as Sr. Manager -Channel Sales and Marketing

- Leading channel team and accelerating sales for different projects across various micro markets of Pune.
- Heading international sales for VTP Township Codenamed" BLUEWATERS" (GCC Market).
- Identifying new business opportunities across domestic (Pune, Mumbai, Rest of Maharashtra regions) and GCC markets.
- Frequently meeting and maintaining relationship with top management of IPC's, existing business associates and tapping new channel partners.
- Analysing market trends, competition, pricing, and strategizing product accordingly.
- Organizing events, briefing sessions and providing assistance to channel partners for ATL and BTL activities working in close coordination with internal Sales and Marketing team.
- Reporting to CEO



Since March 16 till March 17 with Kolte-Patil Developers Ltd. Pune as Asst. Manager (Sales and Marketing)

- Team Lead (Managing team of 12 members including management trainees, executives, senior executives)
- Business Development in Pune and Rest of Maharashtra regions.
- Residential and Commercial Sales.
- Channel Sales (Meeting existing channel partners and tapping new channel partners, building relationship to boost sales.) • Corporate Sales (Tying up with corporate to boost quality leads and generating sales).
- ATL and BTL activities.
- Lead Generation. (Exhibitions and other outdoor activities)
- Preparing and delivering presentations, Maintaining MIS and capturing leads in SAP.
- Managing Presales team and analyzing quality of leads.
- Digital Marketing (E-mail, Social Media, Google Ad words,SEO)
- Preparing weekly reports, analysing prospects and booking on daily/monthly basis in close coordination with team.
- Reporting to AVP/Project Head.



Area/Projects Handled - IVY Estate, Wagholi, Pune (85 Acres, Mini Township)

Since May 14 till Feb16 with Kasturi Housing Pune as Asst. Manager (Sales and Marketing)

- Business Development
- Deliver Presentations and Meeting Clients-HNI
- Marketing Survey and research
- Corporate Marketing



- Channel Sales
- Lead Generation through Exhibition/Outdoor Media Activities
- Preparing Quarterly /Half Yearly / Annual reports

Area/Projects Handled -Eon Homes (Hinjewadi Phase 3), Voyage (Moshi), Apostrophe (Moshi), The Balmoral Estate (Baner Road).

Since Jul 11 till April 14 with Proptiger Realty Pvt. Ltd., Pune as Asst. Sales Manager

- Handling more than 20 Residential Projects in Pune
- Team Management, Customer Acquisition, Identifying primary and secondary targets for the assigned territory
- Frequently meeting with builders to tie up for more upcoming residential projects.
- Business Development/Maximizing revenue / Meeting targets
- Email Marketing, Offline lead generation/Outdoor media activities/Exhibition



Highlight:

- Expertise in Team handling, Channel Sales, Business Developments
- Pivotal in driving up the sales across domestic and global markets. • Exposure to Middle East Countries-GCC/NRI sales/HNI clients
- Quick learner and adaptable to market trends and changes.

Project/Workshop

Organization: Lavenir Institute Of Professional Studies.
 Workshop: Public Online Shopping Festival, POSF.
 Scope: Useful for analysing Online Business Trends and generating revenue for different Business Models through Search and Display Advertising.



Organization: Indo Asian Fusegear Ltd.
 Project: Market Research & Sales Promotion
 Scope: Useful for Analysing the Sales and Marketing operations



Academic Details

- **PGDM (Marketing)** from Sinhgad Institute of Management in 2011.
- **Masters In Computer Management (MCM)** from Sinhgad Institute of Management (Pune University) in 2011.
- **Masters In Computer Application (MCA)** from Punjab Technical University in 2013.
- **B.A (Economics)** from Allahabad University in 2007.
- **Intermediate** from Tagore Public School (CBSE Board) in 2004.
- **High School** from Tagore Public School (CBSE Board) in 2002.

Certifications

Digital Marketing Course from Lavenir Institute Of Professional Studies , LipsIndia, Pune **SAP Theory Certification** from Delphi,Pune in association with SIOM,Vadgaon,Pune.
DOEACC 'A' Level Course from MCA Literary & Scientific Society (Department of IT, Govt. of India), Allahabad in 2008.

Achievements & Recognition

- Awarded as Top Manager (Sourcing) for FY21-22 at Joyville (Shapoorji & Pallonji).
- Recognized as Top sourcing manager consecutively for Q4-2020, Q1&Q2-2021 at Joyville(Shapoorji & Pallonji)
- VTP Group-**Special recognition award** for the year 2017.
- Gained **recognition as the Best Student (Cultural)** at Sinhgad Institute of Management (2009-11).
- Attained **2nd position among Top 5 contestants** from all over India in India Salutes, A Referral Programme. An Initiative of **Times Of India** to honour our Real Heroes.
- Received **Silver Tiger Award** in October 2013 for highest revenue in **Proptiger.com** across India.
- Qualified **Pilot Aptitude Battery Test (PABT), Indian Air Force Flying Branch** at 1 AFSB Varanasi.
- Proactively participated in:
 - Intra-collegiate Group Discussion Competition organized by English Club of Sinhgad College of Engineering
 - Plays & Group Song Competitions (School)
 - **National Science Congress** (Poem Recitation Competition) and received **First prize**
 - Art Competitions (School) and received the first prize by Maitrayee Club
- Played Guitar in Encore-2010 & Encore-2011 at Alumni Meet of Sinhgad Institute of Management
- Received first prize for the Hindi Story Writing Competition
- Attained highest marks in C Programming in Masters in Computer Management • Holds the credit of being nominated as **School Disciplinary Committee Member.**

Presentations

- Intercollegiate Marketing Plan Presentation Competition – MARK'2010 organized by Sinhgad Institute of Management (Pune University)
- WTO Trade Chakra - a Presentation Competition organized by Buzzicon Club (SIOM)

Seminar

- Attended State Level Seminar on 'IT in Service Industry' organized by Sinhgad College of Engineering

Social Engagement

- National Cadet Corps (NCC)'C' Certificate Holder (Army Wing-Senior Division) during Graduation

