Pratik Gajanan Sarvankar

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Professional Summary:

With a robust track record spanning 13 years in the dynamic fields of Sales, Business Development, and Customer Experience, I have honed a keen acumen for identifying growth opportunities and forging strong relationships. My career is a testament to my unwavering commitment to excellence and a relentless pursuit of customer satisfaction. I bring to the table a wealth of knowledge and a proven ability to steer teams towards unprecedented success. My journey has been marked by a series of strategic wins and innovative solutions that have consistently driven business forward, reflecting my deep understanding of the intricate dance between customer needs and business goals.

My professional journey has been enriched by significant tenures at distinguished organizations such as Homelane.com, Cinepolis India, and The Times of India. At Homelane.com, I immersed myself in the fast-paced world of home solutions, enhancing customer engagement through innovative sales strategies. My time at Cinepolis India allowed me to delve into the entertainment industry's unique challenges, driving growth and customer loyalty. With The Times of India, I navigated the evolving landscape of media and advertising, leveraging my expertise to build robust business relationships and deliver impactful customer experiences. These diverse experiences have not only broadened my skill set but have also provided me with a nuanced understanding of various market sectors and consumer behaviour, my commitment to trust, transparency, and customer-centricity is commendable. These values are essential for building lasting relationships.

I am avid cricket lover, it embodies the spirit of teamwork and strategy, while my passion for biking reflects a love for adventure and the open road. Cherishing quality time with my kids shows a deep commitment to my family and the joy I find in life's simple moments.

With over Nine years of leadership experience, I have mastered the art of team management, fostering a culture where innovation thrives, and collective goals are achieved. My leadership style is characterized by a participative approach, encouraging open communication and empowering team members to take initiative. This has not only led to consistent outperformance but also to the development of a resilient team that adapts swiftly to market changes. My tenure as a team leader has been a journey of continuous learning and growth.

Professional Experience:

Senior Manager Sales & Customer Experience.

Hella Infra Market Limited

Oct 2023 - Present

Sales & Customer Experience Function:

Leading sales & customer experience for a Biggest Construction Material Platform Which includes 14 + B2B & B2B business Units at Infra Market limited, Categories Like Ready Mix Concrete, AAC Blocks, Plywood, Modular Furniture, Designer Hardware, Plumbing, Sanitary Ware, Steel, Shalimar Paints, Amstrad Electronics, Construction Chemical.

Spearheading customer success Pan India for Infra Market and ensuring customer satisfaction, retention, onboarding & Presales also the loyalty bonuses, Major focus on building strong relationships with clients, understanding their needs, and providing exceptional support & guidance pre & post sales Metrics such as Net Promoter Score (NPS), customer lifetime value (CLV), and churn rate are crucial in this role.

Data Management & Offline Strategy:

Setting up data management processes is essential for informed decision-making. Offline strategies might include events, print media, or other non-digital channels. Balancing online and offline efforts can be a powerful approach.

New Business Campaigns & Marketing Strategy:

Leading new business campaigns and driving growth by acquiring new clients.

Crafting effective marketing strategies involves understanding target audiences, channels, and messaging, Metrics like conversion rates, cost per acquisition (CPA), and return on investment (ROI)

Employee Well-Being:

Consider initiatives such as mental health support, work-life balance, and wellness programs. Regular check-ins, flexible schedules, and promoting a positive culture contribute to well-being.

Hiring &Training:

Effective training ensures employees have the skills and knowledge needed for their roles. Consider both onboarding training for new hires and ongoing professional development. Tailor training programs to individual needs and provide resources for continuous learning.

As head of the ship, I play a pivotal role in guiding and motivating my team to achieve desired results and over achieve goals.

Senior Business Manager- Sales & Operations HomeLane.com Oct 2020 - Oct 2023 (3.1 Years)

My tenure at HomeLane.com is a narrative of growth and strategic leadership. In my 2.3 years within Sales, I ascended to a Senior Business Manager role, a testament to my multifaceted expertise and ability to thrive under pressure. Here's a concise summary that encapsulates my achievements:

At HomeLane.com, my journey began with a focus on sales and evolved into a leadership role that shaped the future of our Mumbai experience centers in Thane and Navi Mumbai. As a Senior Business Manager, I embraced a spectrum of responsibilities, driving the P&L and steering our operations towards profitability and excellence.

Key Performance Indicators:

Leadership: Guided a talented team of 30 to 35 in Sales & Design, fostering a culture of innovation and accountability.

Financial Stewardship: Managed P&L, contributing to 50% of the business function, showcasing a keen financial acumen.

Operational Excellence: Oversaw funnel management, ensuring a seamless sales process from lead generation to conversion.

Values in Action: Championed core values of Trust, Transparency, Frugality, and Customer Centricity, aligning our team's efforts with the company's ethos.

Quality Assurance: Maintained rigorous Sales & Design TAT adherence, upholding high standards of service delivery.

Customer Advocacy: Enhanced customer satisfaction and Design NPS, placing the customer at the heart of our strategy.

Strategic Oversight: Led reviews and handled escalations, navigating challenges with foresight and agility. **Community Engagement**: Initiated campaigns that resonated with employees and customers, building a strong community around our brand.

Talent Development: Recruited and trained a new generation of Sales professionals, Interior Designers, and Architects, nurturing the industry's future leaders.

Impactful Outcome: My strategic initiatives and leadership culminated in a remarkable 42 Crores revenue generation over the last 12 months, marking a period of sustained operational success.

Senior Sales Marketing Manager

Cinepolis India Pvt Limited

Sep 2017 - Oct 2020 (3.2 Years)

Post having rich experience with Times of Indian group received an excellent opportunity of working with Mexican Multiples giant globally - Cinepolis, it taught me Team Management to its core, handling multiple cross functional departments primarily sales Management, Team handling, Training, Handling Multinational clients like, Apple, Samsung, Vodafone, Nokia, Haldirams, Vicco, Manyavar, Schindler Group, Lodha Group etc.

I conceptualized & led all 6 Cinemas of Cinepolis in Mumbai with all 6 ASM's Directly reporting into me, successfully drove Ad Sales Business for in House cinema branding in Mumbai. monthly revenue ranging from 4 to 5 Cr from direct national & regional clients. I had an enriching experience with Cinepolis India giving me global exposure and platform to flourish.

TOI Assistant Sales Manager The Times of India Group Jan 2013 - Dec 2017 (5 years)

Had a dynamic and enriching journey with the Times of India Group! Working across multiple verticals like MagicBricks.com and TimesJobs.com got a broad perspective on the digital and corporate landscape, Starting with MagicBricks.com, dealing with brokers and builders in Mumbai, and then moving on to TimesJobs.com as an Assistant Manager handling job listings and corporate space selling, gave me a clear insight on how to approach big clients and how to execute larger deals.

As my 1st stint with Giant MNC have many takeaways in regards with personal & professional journey which ensured I have a stable HeadStart to my professional journey, over the period of 5 years, key KPI's involved Field Sales, Market Mapping, Client Onboarding, Retention & Servicing, Customer Satisfaction & Rating. Revenue generation and Target Achievement

Management Intern

York Ltd - T/A Marks & Spencer Sep 2011 - Mar 2012 (7 months) Marks & Spencer's - Yorkshire (United Kingdom)

Did my Internship with Marks & Spencer's - Yorkshire United Kingdom, while I was pursuing MBA and was on Students Visa, this was a part time Internship which gave me immense exposure across functions be it Selling, Packaging, Upselling, Manufacturing.

Education



York St. John University- United Kingdom

Master of Business Administration, International Business & Marketing 2011 – 2012 (Full Time)

MBA in International Business & Marketing



University of Mumbai

Bachelor's, Management Studies, Marketing. 2008 - 2011

Bachelor's in management studies - Sales & Marketing

Air Hostess Academy - AHA

Diploma of Education, Aviation & Hospitality Services, Hospitality Administration 2006 - 2007

University of Mumbai

HSC, Business; Commerce

Core Skills & Competencies.

Sales & Business Development • Business strategy • Sales Operations • Sales Management • Team Leadership

• Customer Success • Marketing Strategy • Social Media Marketing • Target Orientation • Operations Management