

Siddhesh Shirke

Profile Highlights –

- Business Development & Operations
- Channel / Franchise Development & Management
- Institutional Sales
- Key Account Management
- Marketing

Languages Known –

English, Marathi, Hindi and Gujarati

Education –

PGDBA – Marketing Specialization
(2005-2007)

B.Com. – Accounts Specialisation
(2005)

Contact Details -

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LinkedIn profile link -

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812b4318

Profile Summary –

A performance-oriented sales leader, with an exceptional record of achievement of over 10+ years. A talented project manager, affluent in tackling problems with tenacity, sound judgment, expertise in increasing productivity and customer satisfaction while driving revenue and sales for corporate, retail and institutional business.

Work History

FARMEKA

Business Consultant

April 2019 – Till date

- Strategy making, New business models, setting up Sales and Distribution Channel, bringing new partners and offerings on board.

EC-Council

June 2018 – October 2018

Product Manager (Global Markets)

Location – Hyderabad

- Understanding market trends and competitive opportunities to identify customer segments that need to be targeted.
- Connecting all levels of the business to lead business (B2B, Channel Partners, Educational Institutions and Govt. organisations)
- Establish closed-loop analytics with B2B sales to understand how our inbound marketing activity turns into leads and continually refine our process to convert customers and grow new B2B leads.
- Comprehend customer needs and construct a POA along with the sales and engineering teams to upgrade the existing products as well as develop new products.
- Monitoring key performance metrics to ensure product performance and managed complete product lifecycle. At the same time negotiate and determine the cost of products/solutions to work out in the competitive market.
- Plan and drive marketing activities across the channel for existing and new products, along with training internal and external teams accordingly. Also preparing framework i.e. pitch, product drawings, catalogues and brochures, monitoring and engaging in relevant social discussions from existing leads and customers as well as from new audience.

Tally Education Pvt. Ltd.

April 2015 – April 2018

Regional Manager

Location – Mumbai

- Identifying and appointing business partners in Mumbai & Maharashtra region along with managing the existing and new business partners for Tally certifications and Tally software sales in order to build business in the assigned territory.
- Training business partners and their sales and operations team.
- Guiding product launches in the region and activate sales through partners and institutions like colleges, universities and academies. Securing different industry associations and building strategic relationships for new business ventures.
- Developing brand expansion initiatives, including sales, marketing, advertising campaign along with P&L commitments.
- Lead market expansion plan for management team, including sales planning, marketing & product R&D investments. Work with partners to develop offerings, quotations, & pricings.
- Assist in partner marketing activities such as seminars, campaigns and other promotional activities for lead generations. (Key speaker for all seminars & lead the team for tie-ups)

Whistling Woods International (WWI)**April 2014 - April 2015****Sr. Manager - Business Development****Location - Mumbai**

- Setting up a new vocational training division.
- Planning and executing business expansion model sustainability and scalability.
- Appointing and managing new business partners and helping them with business activities and revenue generation.
- Managing P&L account, Budgeting, Recruitment and Training.
- Promotional activities - BTL & ATL planning and execution.

IMS Learning Resources**September 2012 - April 2014****Manager - Partner Operations****Location – Mumbai**

- Identifying and developing franchise network on a pan India level as well as identifying potential locations for company owned centres.
- Ensuring compliance and managing all franchised centres at pan India level to ensure the profitability and revenue maximization.
- Analyzing financial data, providing timely feedback, recruiting, training, and mentoring franchisees and their staff for better business conduct. Also, ensuring smooth launch of new centres.
- Managing sales pipeline, forecasting monthly sales and identifying new business opportunities.

Manipal-City and Guilds Skills Training Pvt Ltd (IndiaSkills)**January 2010 – August 2012****Area Manager - Projects (February 2012 - August 2012)****Location – Mumbai**

Leading and Managing Company's Pan India Key Projects

Asst. Manager - Channel Sales (January 2010 – January 2012)

- Understanding the vocational education space in the market for various verticals and enhancing revenue in terms of Partner development and Student acquisitions for IndiaSkills courses, market research and awareness by doing several ATL and BTL activities.
- Understanding the market potential of the respective region and creating a business plan as per the assigned region worked closely with the central QA, placements and marketing team.
- Approaching corporates and institutions for industry wise workforce development programs
- Analysing and bidding for state and local government activities for skill development projects.
- Pre and post-sales, operations planning, support and placement mandates responsibility for the assigned region.

Hero Mindmine Institute Pvt. Ltd.**November 2007 - December 2009****Channel Developer****Location – Mumbai**

- New channel development for West Zone – Maharashtra, Goa, Gujarat.
- Developing media plans, pre-sales and post-sales activities increase new franchise network and student acquisitions.
- Handling new product launch and executing a plan for the revenue generation.
- Managing and training franchisee and their staff on the operational process and business activities.
- Generating sales through corporates, Govt. projects and institutional sales (Schools, Colleges and Coaching classes)
- By setting targets & developing marketing strategies for franchisees to achieve their targets. (Making franchise ventures profitable).

Godrej Lawkim Ltd.**March 2007 - November 2007****Business Development Executive****Location – Mumbai**

- New client acquisitions and account management.
- Identify and build alliances with corporate business partners.
- Preparing proposals and closing deals, track and facilitate credit collections.
- Collate competitive data, business intelligence and monitor offerings in order to help reposition/redesign/introduce new offers.

Air India Cargo**May 2005 – July 2005****Trainee****Location – Mumbai**

- Supervise and coordinate the activities of ground crew in loading, unloading, securing & staging of aircraft cargo and directing them all times to follow governmental regulations and company procedures in order to ensure safety and security requirements.
- Calculating load weights for different aircraft compartments using charts.