

Yogesh Jadhav

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6 years' plus experienced professional with strong background in Account Management, Business Development and Sales

Skills

- Ability to assume **management responsibilities** in competitive, global environments
 - Ability to plan, design and implement **marketing strategies**
 - Ability to be **efficient** under minimum supervision
 - Excellent **time management** and multiple activities
 - Design and implementation of rigorous **commercial research** in regional, national and international contexts
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Experience

Nov 2016 – April 2020

Sr. Territory Account Manager- Sales / Practo Technologies Private Limited

- Managed focused **Key Accounts** in assigned territory for SAAS based ERP products
- Assisted **on going sales activities** such as lead generation, database validation, events and promotional activities
- Supported Product Managers in preparing **Business Plans** and **Product Pricing** for new Product development
- **Competitor analysis** and awareness progress in-term of product
- **11%** year on year growth for last 3 years

Nov 2014 – Oct 2016

Sr. Content Field Executive / Practo Technologies Private Limited

- Customer Acquisition
- **Lead Generation.**
- Market **Research and Segmentation**
- Assisted with **excellent customer service** and **developed lasting relationship** and performed the payment follow up with clients
- **Team Management**
- Account related **growth**

October 2013 – August 2014

Management Trainee – Corporate Strategy & Business Development / Kirloskar Brothers Limited, Pune

- **Market research** for new product
- Identifying potential business verticals for the product
- Organized **meetings with existing and potential customer**
- **Meeting with Existing** and potential customers
- Recognized as **“Star Performer”** award for contribution in corporate strategy & business development

Education

MAY 2014

Master's in Business Administration – Marketing / Indian Institute of Cost and Management Studies & Research, University of Pune - India

- Full time MBA in Marketing, **GPA 3.61/6.00** (60%)
- Business Study 1st Price

JUNE 2012

Bachelor of Science / Deogiri College, Marathwada University - Aurangabad

- Full time passed with First Class (60.00%)
- Arranged and attended an Entrepreneurship awareness program at college by M.C.E.D.

Academic Projects:

- **MBA Summer internship 2013 –Housing.com Pune**
Project Title: Competitive Intelligence for Aligning, Offering and Products as per the Online Real Estate Industries Requirement.
 - Market Research.
 - Data Mining and analysis.
 - Client visits.
 - Develop a marketing strategy for launching new services & Offers.
- **B.Sc Final year project**
Project Title: All in One Device for testing GATE's
 - Electronics Subject project, designed for testing of all GATE's on one device.
 - All equipment assembled at college.

Activities

- Won Bronze medal in inter college Badminton championship held Aurangabad University in 2010
- Managed College Annual event INDFEST-2013
- Committee Member of College Placement Cell in 2014
- Promising batsmen consistently for 2013 and 2014