

VARUN PAREKH

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In the past 10 years, I have helped organisations grow their businesses through direct sales. I have had my own entrepreneurial ventures, which have also helped me learn how to engage & convert customers whilst navigating of complex challenges through a disciplined process within short time frames.

Specialties include: Business development, strategy, problem solving and relation management.

NORMSMASH ECOMMERCE LLP – Business Head

Apr 2017 – To Date

Launched a Men's accessories business under the brand name of BombayGent, retailing in 17 stores and across 5 ecommerce channels. I was responsible for the entirety of the business.

- Setup the entire business and its sales channels from scratch
- Achieved sales of INR 3.6M in first 1st year with 20% increment every proceeding year
- Brand was featured on organically featured on various fashion influencer's Instagram a/c

BRANDSPOKE – Director

Apr 2017 - Mar 2019

Brandspoke is a Beauty & Skincare Distribution company where I was responsible for the complete setup of the sales & operations for the business within India.

- Helped setup the company's online sales channels and fulfilled orders of INR 3.6M
- Help two international brands launch in India (LOOKX Dermo Cosmetics & GOSH)
- Negotiated contracts for another INR 10M of sales for next 1 year

IKSULA – Sales Head

May 2014 - Jul 2016

Iksula is a leading e-commerce solutions provider for brands and retailers globally, with 600+ employees. I was part of the sales team across all Ecommerce solutions before becoming the Sales head of their 'Managed Ecommerce' services division.

- Acquired INR 10M of sales in my first year for services w/ average ticket size of INR 1.2M
- On boarded retailers like Jack & Jones, Vero Moda, etc. for the managed ecommerce biz
- Liaised with over 150 people and the leadership team to help deliver client services

Di:3 – Owner

Sep 2012 - Jun 2014

- Managed a B2B business of manufacturing and supplying India's first and only produced drinking games along with other party accessories.
- Launched the business with an initial investment of \$1,000 and generated a turnover of \$20,000 annually.
- Sold the business in 2014.

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VnB GIOIELLI – Co-Founder

Oct 2010 - Sep 2012

- V&B was a silver jewelry production business that did sales of over ~\$65,000 annually
- Managed over 20 employees including 2 production managers & 15 skilled artisans.
- Due to sudden volatility in cost of silver, we were unable to deliver contracts with pre-negotiated pricing and had to shut business.

DIRECTI - Sr. Associate - Strategic Business Development

May 2008 - Sep 2010

- Started off as an account manager for the EMEA region.
- A year later was promoted and hand-picked as part of a new business division
- I was the youngest and the only member with less than 4years work experience in marketing and sales.
- My manager and I brought in the first set clients (YOU Broadband and TATA Communications) with sales transactions of over US\$400,000

RADICAL – Owner

Aug 2006 - May 2008

- Inspired by Rajiv Dingra, started a placement service for students whilst still in college
- My work has been covered by leading publications such as 'Outlook Money' and 'India Today' for leading a successful startup whilst in college.
- I worked with companies such as Coco Cola, Sony BMG, HDFC Bank, Channel V, Cinemax, and many more to provide temporary staffing

YOUNG PROFESSIONALS RECRUITMENT PVT LTD – Intern

May 2006 - Jul 2006

- Worked directly with Rajiv Dingra, (CEO, WatBlog.com) to increase traffic for his Student-based Job portal - www.jobs4freshers.com, while I was 17 y.o.
- Created online and offline marketing strategies to increase website traffic
- Develop strategies to help sell student database to recruiting companies

EDUCATION –

JAI HIND COLLEGE - Bachelors of Management Studies [Finance & Economics] – 2008.