Salman Shaikh

Ph: 9892178211 / 8850396623 | sshaikh642@gmail.com | Open to relocation and travel | Mumbai

MBA in Marketing from NMIMS with 5 years of experience in Sales, Marketing, Consulting, IT, Strategy, Product & Project Management. Industry exposure in B2C, FMCG, Chemicals, Paints, SAAS, B2B Startups and Consulting. Associated with reputed brands like Bain & Co., Asian Paints and Pidilite & startups like Tracxn, LinkCXO and Chegg.

Key Transferable Skills

Sales & Marketing | Business Development | Branding | Strategy | Consulting | Product/ Category/ Program/ Project Management | Business Process Design | Agile | International Business | Stakeholder Management | Digital Transformation | Cost Reduction | Design thinking | Strategic Planning | Team Management

Education

MBA (Marketing) | NMIMS, Mumbai   **Jun. 2017 to Mar. 2019**
BTech (Paints) | Institute of Chemical Technology, Mumbai   **Aug. 2009 to May 2013**

Work Experience

Tracxn | Market Intelligence Platform for Investors, Corporates & Government   **Sep. 2019 to Feb. 2020**
AVP Business | Unit Head with End-to-End Responsibility from Sourcing to Selling
- Spearheading a business vertical by handling a large team of 35+ for achieving daily target of sourcing data.
- Strategically designing blueprints for business processes to be followed for data sourcing and publishing.
- Achieved 50% enhancement in quality and accuracy of information through trend identification across business processes leading to reduction in customer complaints by 80%.
- Achieved 30% enhancement in deal closure through efficiently catering to client mandates.
- Achieved sales of $20,000 per month from international clients like EY, Accel, Bayer, & PWC.
- Responsible for lead generations through email campaigns, tracking and live demo of platform till deal closure.
- Search Engine Optimization through targeted blogposts & social media marketing through LinkedIn.

Bain & Company   **Apr. 2019 to Aug. 2019**
Associate | Program Management
- Led a team of analysts while working on management consulting projects in collaboration with partners.
- Managed strategic digital transformation initiative by achieving closure on phase 3 of project Bain Benchmarking Platform for managing industry-wide global Key Performance Indicators (KPIs).
- Managed multiple cross-functional stakeholders during scrum-wise agile development of the multi-functional platform deployed for data management and predictive analytics reducing case turnaround time by 30%.

Pidilite | A Fortune 500 Company & Parent of the Brand Fevicol   **Apr. 2018 to May 2018**
Intern | Marketing Strategy
- Designed Go-to-Market strategy for Terminator (anti-termite spray) through new channel placement.
- Analyzed competency of Fevicol division's distribution channel of wood merchants in pushing the product in market v/s cross channel placement strategy leveraging Consumer division's FMCG and hardware channel.
- Designed a window display incentive scheme for modern trade channels like malls and supermarkets.

Asian Paints   **Jun. 2013 to Jun. 2017**
Product Management
- Managed product lifecycle of Royale PLAY brand products - Infinitex, ProCoat, Stucco, Metallics, Dune.
- Achieved 25% cost reduction through alternate raw material sourcing & vendor partnerships.
- Led the inception of Déjà Vu faux finishes & International Décor Collection designs for B2B section marketed exclusively through Architects and Interior Designers.
- Achieved 45% higher customer satisfaction in B2B sales of industrial paints.

LinkCXO Global   **Jul. 2018 to Oct. 2018**
Market Research Analyst | Market research, lead generation and qualification   **(Part-time)**

Acropolis Infotech   **(Freelance)**
Associate | International Business Development
- Generating leads from international market clients using outbound marketing.
- Creating content for target audience to get inbound traffic and partnership building.
- Customer relationships management through HubSpot CRM suite and working on RFI, RFP & RFQ.

Chegg   **(Freelance)**
Strategy and Marketing Expert | Solving intriguing cases in strategy and marketing