



# SAMEER ANTURKAR

## SALES HEAD

D1101,Viva hallmark, Patilnagar, Bavdhan, Pune (India) – 411021  
M - +91 9623014299 Email – sameer.sna@gmail.com

### SUMMARY

Innovative sales professional with over 14 years of experience in B2B sales of cooling tower. Target oriented sales having achieved more than 80% sales growth in a single year. Specialized in market penetration as well as market expansion by creating suitable marketing strategies. A strategic thinker combined with analytical skills to succeed in business environment. Apart from sales and marketing a strong skill of operations management.

### CORE COMPETENCIES

- B2B sales
- Data Analysis
- Marketing strategy
- New business development
- P&L management
- Customer relationship management
- Sales funnel (SPANCO) building
- Operations management
- Purchase

### PROFESSIONAL EXPERIENCE

**Sales head**  
**M Square Engineers**

**2017 to present**

#### Achievements

- Started an innovative way of marketing – education-based webinars on cooling towers every month. This was a mega success in terms of participation from industry.
- Handled 76% of the total revenues
- Company revenue increased almost 2.6 times from Rs. 12.5 crs in 2016-17 to Rs. 33.05 crs in 2021-22
- Increased penetration in 3 states viz Gujarat, Rajasthan & Odisha
- Developed some export avenues in Oman
- Ensured customer satisfaction more than 90%
- Increased clientele base from 78 to 93 in 2021-22 while handling 53 clients directly or indirectly.

#### Roles

- Responsible for generating business/ revenues as per target
- Responsible for cash flows by managing Account receivables suitably
- Leading the team of 4 salespersons, 2 proposal engineers and monitoring their customer connect regularly
- Ensuring weekly & monthly reviews in SPANCO funnel of sales cycle and actions to move the client downward in the funnel.
- Leading operation & execution team of more than 15 engineers & supervisors & 250 labours ensuring timely completion of projects ensuring customer satisfaction

----- continued

#### Achievements

- Increased company sales 2X in 8 years
- Erected one of the largest cooling tower in pultruded FRP in the country being first of its kind by anyone in 2014-15.
- Ensured customer satisfaction during the entire execution of the project.
- Handled execution of around 65% of the total revenue of the company

#### Roles

- Generating leads, cold calls, negotiation, sales order finalization
- Responsible for ensuring timely execution of the project
- Responsible for generating additional revenues from the same clients
- Leading operation & execution team of more than 8 engineers & supervisors & 100 labours
- Managing design team for ensuring correct design, cost effective and ease of installation.

#### EDUCATIONAL QUALIFICATION

- MBA in Marketing – Neville Wadia (Pune university) – 2009
- BE Mechanical – COEP (Pune university) – 2006
- Diploma in Mechanical engineering – AISSMS polytechnic (MSBTE) – 2003

#### LANGUAGES

- English
- Hindi
- Marathi

#### INTERESTS

- Reading
- Cooking
- Sports

I hereby declare that all the facts given above are true and correct to the best of my knowledge

Sameer Anturkar  
Pune  
Date – 27/4/2022