

# Vipul Nathwani

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## SUMMARY

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A versatile, accomplished & goal-oriented professional with over 30 years of experience in Sales, Business Development, Key Account Management, Project Management & Execution, Revenue Generation, Pre-sales, Go-to-market Strategy, Channel & Dealer Management, Stakeholder Engagement, Client Relationship Management, Training & Development and People Management with proven track record of delivering consistent business results through adept leadership and application of sound management practice.

## SKILLS

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- **Turnaround Specialist and Change Manager with a proven record of stamping success** in organization and delivering significant profits.
- **Directed presales consulting by providing business strategy and technical expertise** to sales in selecting, implementing and developing competitive product and services applications and solutions
- **Highly skilled in complete project management & execution & deal closures** from getting a lead, to qualification, bidding, winning, delivery and servicing the client project
- **Products Managed:** Expansion joint covers, Metal False Ceilings & Louvers, various Floorings & several others..
- **Vast exposure in Architecture, Interior and Exterior Décor & Infrastructure Operations**
- **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management across the globe; possess excellent analytical and negotiation skills.

## EXPERIENCE

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**August 2023 – Till Date with Studio AIRD as Sales & Marketing Head.**

- Sales and marketing of services & Brand of the company.
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business.
- Closely working with PMC and clients to get the projects.
- Procurement of various materials for project.
- Timely execution and handover of projects as per client satisfaction.

**Jan 2023 – July 2023 with NINA Percept Pvt Ltd (a subsidiary of Pidilite) as Manager-Sales(Expansion Joint Covers)**

- Sales and marketing of Genotek brand expansion joint covers all over India.
- Product Specifications through architects & structural engineers.
- Directing the tendering & bids operations for bagging major projects and managing the technical specification of all products within the region.
- Defining and implementing a structured way of handling opportunities involving client meeting.
- Identifying opportunities and providing targeted market intelligence to help win government contracts.
- Developing and effectuating competitive selling programs to improve product awareness and enhance growth.
- Gathering and utilizing client feedback & personal network to develop marketing intelligence for generating leads.
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business.

**May 2022 – Jan 2023 with CCIL(Consolidated Carpets Industries Ltd) as Regional Sales Manager**

**Products:-Carpets,Vinyl floorings,wood floorings and acoustic ceilings**

- Business development.
- Marketing & selling of all the flooring products of CCIL.
- Managing Dealer network.
- Meeting Clients, Architects, Interior designers & Contractors.
- Specifying products through Architects and key decision makers.
- Project executions through dealers.
- Ensuring timely delivery and execution of products to client satisfaction.

**Oct 2020 – Nov 2021 with RAM Metal Industries Dubai,Mumbai as Regional Sales Manager(India)**

- Business Development, Pre-sales, Bid & Contract Management, Product Presentation & Negotiations, Dealer & Channel Management, Key Account Management, Revenue Generation, P&L Management, Promotional Activities, Budgeting, Brand Management, Client Relationship Management, Vendor Management & Negotiation, Stakeholder Engagement, Training & Development & People Management.
- Directing the tendering & bids operations for bagging major projects and managing the technical specification of all products within the region.
- Developing and effectuating competitive selling programs to improve product awareness and enhance growth.
- Gathering and utilizing client feedback & personal network to develop marketing intelligence for generating leads.
- Coordinating with financially strong and reliable channel partners, resulting in deeper market penetration.
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business.

## **Jan'11 – Sep 2020 with Construction Specialties International India Pvt. Ltd., Mumbai as Regional Sales Manager/Sales Head**

- Spearheading the end-to-end Sales & Marketing, Business Development, Pre-sales, Bid & Contract Management, Product Presentation & Negotiations, Dealer & Channel Management, Key Account Management, Revenue Generation, P&L Management, Promotional Activities, Budgeting, Brand Management, Client Relationship Management, Vendor Management & Negotiation, Stakeholder Engagement, Training & Development & People Management.
- Directing the tendering & bids operations for bagging major projects and managing the technical specification of all products within the region.
- Developing competitive selling programs to improve product awareness and enhance growth.
- Gathering and utilizing client feedback & personal network to develop marketing intelligence for generating leads.
- Ensuring the successful accomplishment of preset business targets in face of growing competition; identifying the prospective clients, generating business from new accounts and developing them to achieve profitability.
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI.
- Successfully executed multiple projects such as Mumbai Airport Terminal T-2, Gujarat Vidhan Sabha, Statue of Unity, Vadodra Airport, Goa Airport, Mumbai Metro-1, Navi Mumbai Metro & several others..

## **Feb'07-Dec'10 with Hunter Douglas India Pvt. Ltd., Mumbai as Sales Manager**

- Successfully executed multiple projects such as Mumbai Airport Terminal 1-A, TCS Pune, NES International School, The Times of India, Naman Developers & several others.
- Streamlined the complete marketing and sales of Metal False Ceilings & Louvers.
- Established excellent relationships with Architects & interior decorators.
- Optimized the product presentation and led the successful negotiations and managed the complete dealer network across entire Mumbai & Goa.

### **Previous Experience:-**

- Feb'06-Jan'07 with Royal Cushions Vinyl Products Ltd., Mumbai as Sales Manager.
- Jun'04-Jan'06 with Classic Floorings & Interiors Pvt. Ltd., Mumbai as Senior Relationship Executive- Projects.
- Sep'95-May'04 with Pride International, Mumbai as Senior Sales Executive (Projects).
- Jul'94-Aug'95 with NIIT, Ujjain as Center Co- Coordinator.
- Apr'93-Jun'94 with Vishal Electrical Co. Pvt. Ltd., Ujjain as Accounts Executive.
- Jan'92-Dec'92 with Arora Enterprises, Indore as Sales Representative.

### **EDUCATION**

- **Master of Commerce** from Vikram University, Ujjain in 1995.
- **Bachelor of Commerce** from Vikram University, Ujjain in 1993.
- **Diploma in Business Management** from Laurel's School of Management, Indore in 1993.

### **ADDITIONAL INFORMATION**

Well versed with working on CRM:-  
Salesforce, Zoho & Hubspot.