

Rahul P. Mulay

Pune, India | mulayrahul76@gmail.com | +91 7757800948 | <https://www.linkedin.com/in/rahul-mulay>

SUMMARY

Dynamic and results-driven management professional with over 23 years of extensive experience in Business Development, Sales, and Marketing across various industries. Proven track record in strategic planning, team leadership, and client relationship management. Adept at identifying business process gaps and implementing innovative solutions to drive growth and improve profitability.

“Rahul's proactive management of key accounts and unwavering commitment to client satisfaction have led to strong, long-term relationships with our top customers. His ability to turn challenges into opportunities is particularly noteworthy. His strategic acumen and ability to manage complex sales operations have been crucial in driving our business objectives forward. He consistently identifies market opportunities, formulates effective strategies, and executes them with precision, resulting in impressive expansions in both market share and revenue.” - *Manoj Goyal Ex-Executive Director & CEO @Uni Klinger | Business Growth, Global Expansion*

SKILLS

Business Development: Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine-tuning business strategies. Conceptualizing and implementing competent strategies with a view to penetrate new market and expand existing ones for a wide range of services & ensuring accomplishment of business goals.

Customer Retention & Relationship Management: Enhancing customer satisfaction matrices & monitoring customer complaints. Building and maintaining healthy business relations, ensuring maximum customer satisfaction & securing the future business.

Administration: Overseeing operational performance of the organization, generating business as per the stretched targets. Formulating process for achieving Target for sales, collection, profitability and customer satisfaction.

EXPERIENCE

GENERAL MANAGER SALES & BD | BLP Group Industry. Ai : Pune | Jan 2022 – July 2024

- Spearheaded the scale-up of BLP solutions across 27 manufacturing sites for the world's largest FMCG company, securing a sales agreement with their head office. This initiative will generate SaaS revenue of **₹3.5 million per month**, driving multifold sales growth for BLP Group.
- **Orchestrated the entry** into a new product line by opening the door for a Data Lake Project initiative with India's 2nd largest steel manufacturer, receiving the first order for spectrometer digitization, positioning BLP Group for whole plant digitization opportunities.
- **Piloted engagement** with India's fastest-growing power manufacturing and distribution company for a transmission line monitoring project. A successful POC will lead to new business with high-value orders.
- **Directed the development of the sales team** by recruiting, mentoring, and evaluating new talent, providing additional coaching and support to enhance productivity and overall team performance.

GENERAL MANAGER SALES | INFINITE- UPTIME Pvt Ltd. : Pune India | Sept 2019 – Dec 2021

- **Commanded** day-to-day business operations, providing leadership across all organizational levels, and ensuring alignment with the company's vision and values. **Pioneered** the establishment of a dealer network for IU products across India, driving multifold sales growth and expanding market presence.
- **Formulated** and implemented company policies and performance standards, ensuring seamless communication of the organization's mission to employees.
- **Directed** the growth of the sales team by recruiting, mentoring, and evaluating talent. **Supervised** employee performance and provided coaching to maintain high productivity levels.
- **Negotiated** major orders from reputed brands, unlocking new business for IU products, including a breakthrough in the defense sector, contributing over 30% to the topline and boosting the bottom line.

REGIONAL SALES MANAGER | ARMSTRONG INTERNATIONAL : Mumbai India | Jan 2016– Aug 2019

- **Spearheaded** the conceptualization and execution of strategies to meet sales targets for the western region, driving overall business growth.
- **Orchestrated** the establishment of the sales force within the organization and successfully **mobilized** Business Associates to expand market coverage.
- **Collaborated** and **engaged** with key customers and consultants to foster business generation, ensuring strong relationships and ongoing opportunities.
- **Outperformed** growth targets, achieving multifold sales increase in the western region while maintaining a healthy bottom line through strategic product standardization with major petrochemical and chemical companies like Reliance, Gharda Chemicals, UPL and Jubilant.
- **Accomplished** 13% growth in new business accounts, contributing to 26% of the western region's overall revenue, significantly boosting regional sales performance.

Dy. SALES Mgr. Pan India | UNI KLINGER LTD : PUNE India | May2013-Dec2015 & July2003-May2010

- **Spearheaded** the development and implementation of strategies to achieve branch targets, ensuring growth through multiple channels. **Catapulted sales by booking the highest orders for the Baroda and Kolkata branches, setting a record for the first time in 24 years.**
- **Accomplished a breakthrough** first order worth ₹1.3 crore for a trap survey from a leading refinery, opening a new business segment for the company.
- **Collaborated and engaged** with major customers and consultants to generate business, driving long-term relationships and opportunities. **Outperformed competitors** by successfully establishing the entire product range in the market against established major players like Forbes Marshall, Spirax, and Thermax Ltd.
- **Negotiated and secured annual rate contracts** with OEMs like Thermax Ltd, Transparent Energy Systems, and Tata Power, generating an annual business **potential of ₹2.5–3 crore.**
- **Awarded for achieving maximum business with the lowest possible discount.**

ASSISTANT SALES MANAGER - Pan India | THERMAX LIMITED : Pune India | April2012 – April2013

- **Piloted structured** and meticulous efforts to increase sales, **successfully completing 22 projects.** Directed efforts to expand the division's baseline and ensure steady fund flow, contributing to financial stability.
- Outperformed targets by maintaining a zero-debtors list, ensuring strong cash flow management.
- Negotiated and secured the highest-value CDM order worth ₹56 Flakhs, marking a significant achievement for the division.

EDUCATION

- **MBA – SALES & MARKETING**, A.I.M.B.A. Pune University June 2001 to June 2003 ; 1st Class
 - **BE - Mechanical Engineering**, A.V.C.O.E. Pune University, June 1996 to Dec 1999 ; Higher 2nd Class
 - **DME - Mechanical Engineering**, A.V.P.O.C. Mumbai Board, June 1993 to June 1996 ; 1st Class
 - **Linguistic Ability:** English, Hindi and Marathi
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