

## **Rahul P. Mulay**

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

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### **SUMMARY**

Dynamic and results-driven management professional with over 23 years of extensive experience in Business Development, Sales, and Marketing across various industries. Proven expertise in strategic planning, team leadership, and client relationship management. Adept at identifying business process gaps and implementing innovative solutions to drive growth and profitability. A collaborative team player with a strong commitment to building lasting relationships and driving collective success.

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### **SKILLS**

#### **Business Development:**

- Strategic planning, competitor analysis, market penetration, identifying growth opportunities

#### **Customer Relationship Management:**

- Enhancing customer satisfaction, key account management, complaint resolution

#### **Sales Leadership:**

- Team recruitment, mentoring, performance management, revenue forecasting

#### **Sales Strategy:**

- Target setting, KPI management, execution of growth strategies

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### **PROFESSIONAL EXPERIENCE**

#### **General Manager – Sales & Business Development**

**BLP Group Industry.AI** | Pune, India | **Jan 2022–July 2024**

- **Spearheaded the scale-up** of BLP solutions across **27 manufacturing sites** for the world's largest FMCG company, generating ₹3.5 million per month in SaaS revenue.
- **Opened doors** for a Data Lake Project with India's **2nd largest steel manufacturer**, securing the first order for spectrometer digitization.
- **Engaged** India's fastest-growing power manufacturing company for a transmission line monitoring project, with a successful POC leading to high-value orders.
- **Led the recruitment**, mentoring, and performance evaluation of the sales team, enhancing productivity and performance, which contributed to increased customer retention and repeat business.

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#### **General Manager – Sales**

**Infinite Uptime Pvt. Ltd.** | Pune, India | **Sept 2019–Dec 2021**

- Directed day-to-day operations, aligning all activities with the company's vision and values.
  - Pioneered the establishment of a dealer network for IU products across India, contributing significantly to sales growth retaining the customers & repeat Business.
  - Negotiated major orders, unlocking new business sectors like defence, contributing over 30% to revenue growth.
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## Regional Sales Manager

**Armstrong International** | Mumbai, India | **Jan 2016 – Aug 2019**

- Conceptualized and executed sales strategies for the western region, achieving a significant increase in market share.
- Fostered relationships with key clients such as Reliance, Gharda Chemicals, and Jubilant, driving new business opportunities.
- Contributed 13% growth in new accounts, with 26% of the region's revenue attributed to these efforts.

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## Deputy Sales Manager – Pan India

**Uni Klinger Ltd.** | Pune, India | **May 2013–Dec 2015 & July2003-May2010**

- Achieved a record sales order for Baroda and Kolkata branches, securing the first ₹1.3 crore trap survey order from a leading refinery.
- Negotiated annual rate contracts with major OEMs, generating a business potential of ₹2.5-3 crore annually.

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## Assistant Sales Manager – Pan India

**Thermax Ltd.** | Pune, India | **April 2012 – April 2013**

- Led the successful completion of 22 projects, contributing to the division's revenue growth.
- Secured the division's highest-value CDM order worth ₹56 lakhs, significantly boosting sales performance.

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## EDUCATION

- **MBA in Sales & Marketing** | A.I.M.B.A., Pune University | 2001 – 2003 | 1<sup>st</sup> Class
- **BE in Mech. Engineering** | A.V.C.O.E., Pune University | 1996–1999|Higher 2<sup>nd</sup> Class
- **Diploma in Mech. Engineering** | A.V.C.O.P, Mumbai Board | 1993 – 1996 | 1st Class

**Linguistic Proficiency:** English, Hindi, Marathi

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## ENDORSEMENTS

"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."

– **Manoj Goyal**, Ex-Executive Director & CEO @ Uni Klinger | Business Growth, Global Expansion

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Rahul is extremely dedicated and hard-working, and gives his 100% for the role at all times. Rahul travelled across India while at Infinite Uptime and laid the initial foundation of the India GTM across the country. He is honest, ethical and has the highest level of integrity and work ethics.

– **Raunak Bhinge**, Managing Director & CEO @ Infinite Uptime |

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