

Major Dinshaw M. Bhadha

Business Leadership / P&L Management / Sales, Marketing &. Business Operations / Veteran

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Profile Synopsis

"Versatile, high-energy professional, experienced in **P&L Management, Business growth Strategy, Sales & Business Development** with organisation of high repute. As a business leader have led teams to achieve organizational objectives by aligning with Organizations Vision & Mission to shape up, develop and own the growth of all stakeholders both internal and external."

❖ An accomplished business leader offering **21 plus years** of successful career distinguished by commendable performance in **Team handling, P&L Management, Strategic Planning, Sales & Business Development, B2B Enterprise Business, and Business Operation Strategy.**

❖ Thoughtful Leadership with a system-based approach to all assignments with rich experience in driving **P&L responsibilities in B2B & B2C Businesses. Handled Sales and Marketing Strategy teams.**

❖ Acquired Breakthrough orders of SAAS, Automotive and Consumer Durable industry of more than \$ 3 MM ARR at Leadsquared and \$ 5 MM worth of orders for TVS Sundaram Auto Components Limited (SACL) from Consumer Durables and Semiconductor industry in less than 6 Months. First of its kind for SACL.

❖ Impacted **organisation's profitability** through effective strategic and tactical management decisions and new business development; proficient in managing overall profitability of operations, strategic utilisation and deployment of the available resources optimally to achieve organisational objectives.

❖ Expertise in building sophisticated models and vast knowledge of both the marketplace and the capabilities & complexities of products; consistent record of delivering results in growth, revenue, operational performance, and profitability.

❖ Effective leader with excellent motivational skills to sustain growth momentum while motivating peak individual performances.

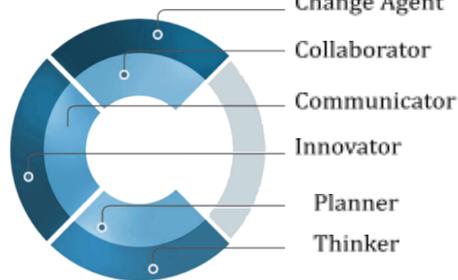


Core Competencies

- P&L Leader
- Strategic Business Planning
- Business Head
- Business Expansion
- Revenue and Pipeline Growth
- Account Management
- Operation planning and execution
- Cross-Functional Leadership
- Team Building and Leadership



Soft Skills



Education

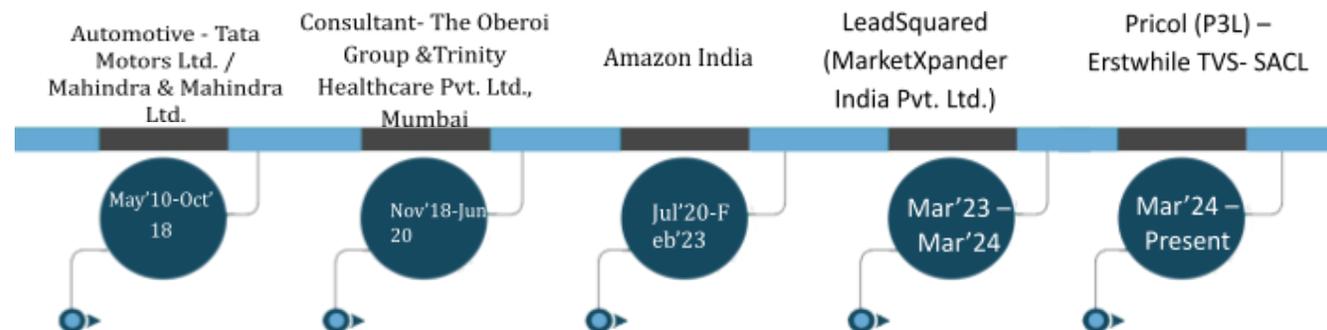
- ❖ **PGCBA (Exec. MBA)** from Narsee Monjee Institute of Management Studies, Mumbai in 2009
- ❖ **PGDBA (MBA)** from Symbiosis Centre for Distance Learning, Pune in 2009
- ❖ **B.Sc.** from GSSC College (Karnataka University), Belgaum in 2003

Other Course

- ❖ Diploma in Weapon Systems in 2005



Career Timeline



Work Experience

Since Mar'24 with Pricol Precision Products Private Limited (P3L) (erstwhile TVS - Sundaram Auto Components Limited), Bangalore

Mar'24 to present – Head Business Development and Marketing

Key Result Areas

- Heading the Business Development and Marketing Functions for the organization targeting to achieve a growth of 1.5X YoY from \$ 100 Million to \$150 Million.
- Leading new Market expansion initiative into Consumer durable Industry and targeting order of \$ 6.5 Million.
- New geography expansion – To explore expansion to ASEAN Markets by establishing set up in Indonesia Potential of ~ \$4 Million.
- Expanding New Business Development team of 8 Managers (Direct - 3 Regional Managers and Indirect 5 Area managers).
- Pursuing break through order for the Company from Tata Group by engaging in futuristic requirements of Tata Motors for EV segment worth \$ 15 Million. Acquired orders from Tata Electronics for Semiconductor segment worth \$ 15 Million & Voltas Beko worth \$ 6.5 Million.

Mar'23 to Mar'24 with LeadSquared (MarketXpander India Pvt. Ltd.), Bangalore

Mar'23 to Mar 24 – Associate Director, Business Development (South India)

Key Result Areas

- Heading Large Enterprise and Mid-Market Business for South India.
- Lead a Team of 10 Sales manager and achieved an Annual Goal of \$ 5 Million MRR.
- Devised a set of experience-based guides to carry out new sales, personal training, improving the average employee efficiency in the first 6 weeks by 20%.
- Achieved a Sales Growth of 1.5 X with 7 Sales managers of \$ 7.5 Million MRR thereby getting a promoted in 6 months of joining the organization.
- Achieved sales for 5 Large enterprise customers worth MRR of \$ 1 Million in 6 weeks of joining including Toyota Kirloskar (First ever order from a Global car manufacturer for the company).
- Fostered relationship with connects across large enterprise customers to develop pipeline worth \$20 Million in the first 4 months.

Jul'20 to Feb'23 with Amazon India, Bangalore

Growth Path

Jul'20- Feb'23 Enterprise Business Manager – ABIN

Key Result Areas

As Enterprise Business Manager – ABIN

- Led the large enterprise business customers team focusing on acquisition of institutional customers for Amazon Business India (ABIN)
- Led a team of 25 members and executed sales worth \$ 40 Million.

Highlights

- Led a team of 25 Sales Representative for large enterprise deals worth an annual revenue of \$ 40 million
- Performed CXO level stakeholders' engagement including CPOs, VPs, CFOs & CEOs and finding new avenues for expansion of business
- Grew annual revenue from \$ 150 K to \$ 6.5 million while launching new sales and distribution opportunities and Domestic and Global expansion for new sales territories.
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Previous Experience

May'19-Jun'20 with The Oberoi Group, Mumbai as Consultant

Highlights

- **Developed and implemented security Policies and systems** for first of its kind super luxury club – 'The Bay Club' of The Makers Group managed by The Oberoi Group of Hotels (EIH Ltd.)
- Designed security plan and audited implementation of the Tech security systems for the club.

Nov'18-Apr'19 with Trinity Healthtech Pvt. Ltd., Mumbai as Head – Sales & Distribution

Major Accounts- IBM, TCS, Microsoft, Bank of America, Qualcomm, Golds Gym, Lodha, Hiranandani & Pioneer Housing, HNIs like Mukesh Ambani, Anand Mahindra

Team Size- 10 Members

Highlight

- Developed and implemented business strategy for key account management of B2B, Corporate & Hospitality Business for PAN India Team with an annual turnover targeted of \$ 10 Million plus with a 30% plus Growth YoY

May'17-Oct'18 with Mahindra & Mahindra Automotive, Mumbai as National Head – Solution Selling and Key Accounts
Team Size- 3 Members

Highlights

- Achieved business worth \$ 42 million Vs. target of \$ 35 million for FY 17-18 with a 20% plus growth YoY by heading PAN India cross-functional Key Accounts Team entailing Sales Force, Operations and Dealers for Business with key accounts and bulk solution selling deals
- Played a key role in adding new accounts added – Porter, Amazon, Myntra, Big basket, DHL, Ramky Infra, Essel Group, Lynk, Shadowfax, My Petrol Pump.

May'10-Apr'17 with Tata Motors Ltd., Mumbai

Growth Path

May'10-Jan'12	Manager – Defence Business (Contract Management)
Jan'12-Mar'14	Manager – Marketing (M&HCV – Defence)
Apr'14-Mar'16	Sr. Manager – Sales (Special Projects & VFJ Key Accounts)
Apr'16-Apr'17	Sr. Manager – Marketing and Business Development (Govt. Business IM&HCV Products)

Highlights

- Led National Marketing & Business Development Team for IM&HCV Trucks with an annual turnover of \$ 30 million
- Boosted product revenues by more than 20% over 1 year by making strategic partnership with Body Builder and Fabricators for Swachh Bharat Mission
- Spearheaded National & International Defence Business Accounts with a yearly turnover of Approximately \$ 25 million Plus with international customers from Russia, Israel, Africa & SAARC Nations
- Led strategic tie-up with a major DPSU for a major Defence Program that enabled a first mover advantage for TATA Motors to be the preferred development agency
- Acquired and delivered one of the largest orders by an Indian OEM of around \$ 90 million for Ministry of Defence for first of its kind multi-axle vehicles supplied by an India OEM to the India Defence forces.

Jan'10-Apr'10 with FedEx, Maharashtra and Goa as Area Operations Manager

Highlights

- Established entire operations team for 5 nodes across Maharashtra and Goa
- Steered operations execution strategy for a team of 17 employee and ensured 100% compliance are followed as per FedEx

Oct'03 – Sep'09 with Indian Army, Pan India as Major- Company Commander

Highlights:

- Led a team of 200 men as a company commander in one of the most intense CI areas in the Lolab Valley of Kupwara J&K
- Headed 4 Successful operations and neutralized 9 Terrorists
- Led the Indo-Singapore Bilateral Training Exercise for 2 consecutive years

Certifications/ Trainings / Workshops

- Sales Negotiation Skills Workshop from TATA Motors Ltd. in 2014
- Communicating with Impact Workshop from TATA Motor Ltd. in 2014
- Train the Trainer Programme Workshop in affiliation with Dale Carnegie India
- Certified Fraud Examiner - CFE® from ACFE – Jun – 2021

Personal Details

Date of Birth: 27th August 1981
 Languages Known: English, Hindi, Marathi, and Gujarati