

# Ashutosh Tiwari

Greater Noida West  
India

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## PROFESSIONAL SUMMARY

Performance-oriented sales leader with a total work experience of 10 years and counting with proven expertise in revenue management, client acquisition and account servicing. Diligently research competitors and market conditions to remain lean and agile in face of changing expectations and conditions. Excellent negotiator and influential program managers.

## WORK EXPERIENCE

Leader Sales, ADOR POWERTRON LTD(Indian Market)  
Pune, India |August 2023 - Present

- Handling Indian Market.
- Working with different Government entities such as MORTH, NHAI, IHMCL etc.
- Working with road concessionaires, system integrators, PWD, State Transport agencies, State Police.
- Worked on various Smart Cities projects.
- Working on ATMS and ITMS solutions for expressways, highways, roads and tunnels.
- Product portfolio included VMS, VASS, VASD, VSDS, LCS, Portable VMS, Roller Safety Crash Barrier, Radar Speed Sign, AI based camera solutions etc.

**Senior Sales Manager, JUST WINES AUSTRALIA PVT LTD(Australian Market)  
Faridabad, India |September 2021 - August 2023**

- Handling B2C clients of Australia and selling wines to consumers through cold calling.
- Achieve the daily target and monthly target as assigned keeping intact the Gross Profit, Revenue and Subscriptions.
- Established new accounts and serviced existing accounts maintaining professional relationships.
- Managing an average revenue of \$30,000 AUD per month as an Individual Contributor.

**Senior Marketing Manager, PHOTONPLAY SYSTEMS PVT LTD(Indian Market)  
Noida, India |January 2021 - August 2021**

- Involved in all the Marketing and Sales activities for Highway and ITS Industries contributing towards the revenue of the company.
- Product portfolio includes Variable Message Signs, Radar Speed Signs, Vehicle Actuated Speed Display and Toll Plaza products.
- Working for all the National Highway Government Projects with majorly all System Integrators and Concessionaires.
- Working in tandem with the guidelines of MORTH(Ministry of Road Transport and Highways) and NHAI(National Highway Authority of India).
- Build and maintain relationships with customers.
- Represented company at local and trade association meetings to promote products.

**Senior Manager, KALKINE SOLUTIONS(AU, UK, NZ and CA Market)  
Noida, India |February 2019 - December 2020**

- As a Senior Manager, started the Lead Generation process at Kalkine working for the Australian Market.
- Experience in Compliance Management, Dialler Management Tool, CRM Handling.
- Handled Australian, New Zealand, Canadian and UK markets responsible for all the pre-sales and lead generation activities thereby contributing towards the growth of Kalkine.
- Handled a Team size of 80 people.
- Responsible for getting revenue in excess of \$300,000 AUD, 60,000 GBP, 50,000 NZD, 40,000 CAD for respective geographies of AU, UK, NZ and CA.

## **International Sales Manager, KALKINE SOLUTIONS(Australian Market) Noida, India |August 2018 - January 2019**

- As an ISM, involved in all the Sales activities contributing towards the revenue of the company.
- Manage all phases of the sales cycle from prospecting/qualification to closure.
- Build and maintain relationships with customers.
- Doing an approximate 200 calls daily ensuring no stones are left unturned.

## **Manager Sales, PHOTONPLAY SYSTEMS PVT LTD(US, CA, Europe) Noida, India |October 2015 - August 2018**

- Handled 80% B2B and 20% B2C clients with clientele such as Google (US and UK), Edward Jones, Yamaha, MRF, Polar, Asian Paints, Amity University etc
- Indian Government Projects like Atal Tunnel, Greater Noida Expressway, Hyderabad Outer Ring Road Corridor etc.
- Involved in generating revenue of 3cr INR on a yearly basis.

## **Senior Sales Executive, PHOTONPLAY SYSTEMS PVT LTD(US Market) Noida, India |April 2015 - October 2015**

- RFP/RFI/RFQ responses and reviews
- Trained new employees on product and process - ensuring that they keep up with the highest standard of product knowledge and customer service.
- Expanded new business with implementation of effective networking and sales strategies.
- Networked with potential customers, made cold and warm calls and set up appointments and showcase offerings.

## **Sales Executive, PHOTONPLAY SYSTEMS PVT LTD(US and Indian Market) Noida, India |August 2014 - April 2015**

- As a Sales Executive, I started my career with Photonplay.
- Products included Digital Media and LED Tickers, Electronic LED Displays, Traffic Displays and Toll Management Displays, Parking Guidance Equipment with Road Safety Displays.
- Small exposure on Embedded C (LPC1768) with a little experience in testing in various company's software and products. (LED Display Boards, Variable Message Sign boards, Environmental boards, Toll Signs, UFD, OHLS etc).

## **EDUCATION**

**MBA - Amity University | International Business**

**January 2020**

First Division with Distinction.

**Bachelor of Technology - Uttar Pradesh Technical University (UPTU) – KCC  
Institute Of Technology And Management | ECE, Electronics &  
Communication**

**June 2014**

GPA: 69.2

**12th - Bal Bhavan Public School**

**January 2010**

GPA: 65.33

**10th - Somerville School**

January 2008

GPA: 74.2

## **ACCOMPLISHMENTS**

- 5 days onsite in Ohio, United States for a client in order to provide them the software handover and training for our product (LED Stock Ticker Display) and maintain good business relations as well
- Upon successful completion of the project, rewarded with 4 days of holidaying in NY, USA
- Started the Lead Generation process at Kalkine as a one man bank in Australia and ventured into UK, NZ and CA markets as well handling a team size of 80 people.