



# DHRUVESH SARASWAT

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 Languages: English, Hindi, Gujarati

## PROFESSIONAL SUMMARY

Dynamic and results-driven sales leader with over 15 years of progressive experience in driving growth and market penetration across India in the high-tech and industrial sectors. Proven track record of building strategic partnerships, managing key accounts, and delivering consistent revenue results. Adept at combining strong technical acumen with customer-centric strategies to position innovative solutions, including emerging areas like Edge AI and computer vision.

## CORE COMPETENCIES

- Sales / Marketing Strategy & Execution
- Edge AI & IoT Understanding
- Strategic Account Management
- Partner & Channel Development
- Market Expansion – Pan India
- Tech-Driven Value Selling
- Cross-Functional Leadership
- Team Management & Mentorship
- Enterprise B2B Sales, B2C, OEMs
- Public Speaking & Networking

## PROFESSIONAL EXPERIENCE

### Sanrede Marketing & Trading Pvt. Ltd. – Delhi/NCR, India

#### Marketing & Sales Manager | Apr 2017 – Present

- Spearheaded India-wide sales strategy for industrial equipment and emerging automation solutions; generated a high-potential sales pipeline exceeding ₹ 7 Cr/year.
- Identified and engaged with strategic partners and integrators to expand market coverage across verticals.

- Conducted in-depth competitive and technical analysis to enter new adjacent markets, aligning with trends in smart manufacturing and automation.
- Cultivated long-term partnerships through tailored solutions and value-driven discussions with key clients.

### **Amber LED Lights Pvt. Ltd. – Delhi/NCR, India**

#### **Business Development Manager – Sales | Sept 2014 – Mar 2017**

- Achieved consistent monthly sales growth of over 10% by introducing a focused lead generation and customer acquisition strategy.
- Pitched technically differentiated lighting solutions to clients in infrastructure, retail, and government projects.
- Oversaw a team of five sales reps and led GTM planning and execution in North India.

### **Eapro Global Ltd. – Noida, India**

#### **Business Development Manager – Solar Solutions | Mar 2014 – July 2014**

- Designed product and business roadmap for solar-powered devices and storage systems, laying groundwork for channel partner growth in the renewable tech space.
- Championed customer education and service strategies to increase adoption rates.

### **Empyrean Research Pvt. Ltd. – Noida, India**

#### **Deputy Project & Marketing Manager | Mar 2013 – Feb 2014**

- Implemented lean inventory and material tracking for tech manufacturing (Set-top boxes), reducing costs by 13%.
- Acted as a bridge between product, marketing, and sales teams, aligning delivery timelines with client expectations.

### **Actia India Pvt. Ltd. – Noida, India**

#### **Deputy Marketing Manager | Nov 2011 – Dec 2012**

- Developed territory-specific sales plans for automotive diagnostics and garage equipment.
- Built distributor relationships and supported local marketing efforts to drive demand.

### **SGS Techniks Manufacturing Pvt. Ltd. – Gurgaon, India**

#### **Marketing Executive – EMS Division | Oct 2008 – Oct 2011**

- Expanded OEM customer base and successfully transitioned job-based clients into turnkey customers, adding over ₹10 Cr in annual revenue.
- Managed end-to-end marketing and pricing strategy, including product development and customer lifecycle management.
- Manage all sales & marketing activities; product costing, pricing, sales strategy, Sample Lot, Product development, Team management, CRM, business development, Negotiating , etc.
- Effectively managed promotional/advertising activities to improve the brand value of the company.

## **INDUSTRY ENGAGEMENT & LEADERSHIP**

- **World Youth Forum 2018 (Egypt)** – Panelist on entrepreneurship and sustainable development.
- **United Nations Industrial Development Organization (UNIDO)** – Presenter on water management technologies, New Delhi.
- **EFY Expo, 2008–2011** – Exhibitor and participant in India’s premier electronics innovation showcase.

## **EDUCATION**

### **MBA – Marketing & Finance**

Uttarakhand Technical University, Dehradun

### **B.Com – Advanced Accounting & Commerce**

Sardar Patel University, Gujarat

## **TECHNICAL & BUSINESS SKILLS**

- Proficient in: MS Office Suite (Word, Excel, PowerPoint), CRM tools, and Digital Sales Platforms.
- Excellent analytical, leadership, and communication skills.
- Strategic mindset with entrepreneurial experience managing high-impact initiatives.

## **INTERESTS**

Technology-driven sales, Edge AI trends, sustainability in business, start-up innovation, mentoring, youth leadership, Business Development.