

NBR Kaushik

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Strategic Thinking | Sales | Product Management | Problem Solving | Customer Focussed | Objection Handling

Experience

CADFEM India – Territory Sales Manager, Hyderabad

July 2022 - Present

A pioneer in the application of numerical simulation in product development and a leading CAE provider. Supports Ansys (2+ Billion Dollar company) users with all aspects of simulation

- Spearheaded the Sales team to grow the territory and product sales of the entire portfolio of simulation products for mainly R&D-focused organizations
- Conducted startup conferences and generated a solid pipeline with extensive cross-functional collaboration
- Hunted new accounts from various domains such as Aerospace & Defence, Battery Manufacturing, Automotive, Electronics Manufacturing, Space Tech, Industrial Equipment and worked on Stakeholder Management
- Handled C-level negotiation meetings and developed strategies to achieve revenue targets
- Awarded as best performer of the year 2023 & Sales process Champion for the year 2022

L&T Construction & Mining Machinery – Business Development Executive, Hyderabad

September 2020 - May 2022

Part of the highly successful Larsen and Toubro Group, and engaged in product marketing of a wide range of equipment, deployed in the core sectors of the economy.

- Handled the distribution business for earth-moving machinery (Excavators, Compactors, Wheel loaders) & Sand plant
- Conducted performance studies for competitor analysis and through market research to understand the trends and potential growth opportunities using analysis tools like Excel, PowerBi & SQL
- Presented go-to-market strategy plans & pricing strategy to the senior management and customer acquisition strategies through dealer management

Additional Experience/Academic and Live Project

Product Management Fellowship at Nextleap

April 2024 - June 2024

Learnt Product Strategy, UX Research, Market Segmentation & targeting, Market Research, and Communication. I have attached some of my work for reference. ([LINK](#))

Takshashila Institution – Public Policy, Certificate Program

January 2022 - April 2022

Wrote a policy proposal on reviving the travel and tourism sector as part of the course requirements which required analysis of a huge amount of data by using economic reasoning & frameworks for effective change ([LINK](#))

Advanced Systems Laboratory – Summer Internship

May 2018 - June 2018

Worked in DRDO on delamination and damage modeling of FRP (Fiber Reinforced Plastics) strengthened cylindrical metallic shells (used in aircraft) subjected to buckling loads.

Education

Indian Institute of Management (IIM- Ahmedabad) - Master of Business Administration(MBA)

2024-2026

Pursuing MBA(General Management) in Blended Mode

National Institute Of Technology (NIT- Andhra Pradesh) – B.Tech in Mechanical Engineering

Tadepalligudem 2016-2020

Training & Placement Coordinator, Executive member of Sponsorship team & Mechanical Association.

Among the top 10 students in the class

Kendriya Vidyalaya IIT Campus – Higher Secondary Certificate & Secondary School Certificate

Chennai 2014-2016

3rd in school with an All India percentile of 99.532

Represented the School in the Regional Lawn Tennis Competition