

# MAYUR GUPTA

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## PROFILE

Master's student in Management Engineering (Business Strategy & Transformation) at Politecnico Di Milano, Italy, with 4 years of experience as a results-oriented Business Development Manager. Seeking a Business Strategy or Project Management role to leverage analytical and problem-solving skills in driving sustainable business solutions. Expertise in strategic planning, program evaluation, and fostering effective stakeholder relationships.

## EDUCATION

MSc in Management Engineering	Politecnico Di Milano, Milan	85%	2022-24
MBA (STEP/ERASMUS) – 2Terms	Indian Institute of Management (IIMC), Kolkata	89%	2023-24
B- Tech in Mechanical Engineering	SRM University, Chennai	89.95%	2014-18
12 <sup>th</sup>	Children Senior Secondary School, Kota	75%	2014

## EXPERIENCE

### Product Manager, Robro Systems (Indore)

03/2022 – 09/2022

- Mastered product knowledge to showcase benefits and tailor solutions for clients, driving sales.
- Maintained accurate CRM records for informed decision-making and valuable insights.
- Stayed updated on industry trends and competitor strategies to adapt sales tactics.

### Senior Business Development Executive, Unacademy (Bangalore)

04/2020 - 01/2022

- Engaged with clients to understand needs and provide details on courses, achieving on-call closures.
- Conducted follow-ups to ensure client satisfaction and retention.
- Conceptualized and engineered in rebuilding existing CRM to optimize the management of existing and new students.

### Business Development Manager, OYO Hotels & Homes (Una)

11/2019 - 03/2020

- Pitched services and business opportunities to hotel owners, maintaining strong relationships.
- Facilitated business growth for property owners through top-notch services and customer acquisition.
- Oversaw property owner interactions, improving offerings to meet the needs of customers.

### Assistant Manager, Extramarks Education (Una)

03/2018 - 10/2019

- The job is to contact users of the EM learning application and pitch them for a counseling session. Seamless integration with CRM system.
- With the meeting being fixed with the parents the student is given counseling at his respective place. Achieve rank #2 in PAN India team
- Led a team of 10 BDEs, achieving a 35% increase in sales targets through strategic training and guidance

## PROJECTS

- **Master Thesis (in progress):** "Enhancing Governance in Agri-Food Traceability Alliances: A Multi-Factor Perspective"
- **Business Design Transformation Lab:** Ápeiron: Revitalization Service for Brunello Cucinelli (in collaboration with Deloitte Digital)
- **X-Culture Project:** Developed a market entry strategy for Loio in North America and Europe.
- **Market Renewal Strategy:** Developed for Evoca Group, Italy.
- **AstraZeneca Group:** Prepared a comprehensive business report for the CFO.
- **Emission Reduction Project:** Analyzed and reduced emissions in compression ignition engines using a catalytic converter with urea injection.
- **Tube & Pipe Bending Machine:** Designed and fabricated a mechanical project.

## SKILLS

Project Management | JIRA | Figma | CRM Systems | Business Analysis | Sales Strategies | Market Analysis | Public Relations | Teamwork | Time Management | Leadership | Problem Solving | Critical Thinking

## CERTIFICATION

- Certification course in "AutoCAD" from Indo-German Tool Room, Indore
- Certification course in "Internet Marketing" from Kiran Informatics Pvt Ltd
- Certification course in "AutoCAD & HVAC MEP" from institute Certified by Autodesk