

Sumit Lakhotiya

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Summary

Result driven professional, with 4 years of Business Development Experience and a total of 8 years of experience in International business.

Well-developed communication and problem solving abilities, with the skills to resolve difficult situations under adverse conditions

Achievements

- Expanded company's international sourcing network from USA to Europe and Korea
 - Developed and successfully implemented marketing and financial plan to exploit opportunities for these new international partners
 - Built Professional Relationship with the key persons at Indian multinational customers
 - Successfully diversified business into new segments
 - Successfully introduced new products to existing customers
 - Responsible for 4 x revenue growth within very short period of time
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Professional Experience

Lakhotia Brothers, Nagpur, India

2009 – Present

International Relationship Manager

- Monitoring company business and helping them maintain relationships with customers and overseas principals
- Looking for new opportunities in US to strengthen Lakhotia Brothers ties with American companies interested in growing Indian market
- Strengthening company network by attending various international conferences like AIST, POWERGEN, INTERSOLAR, NWMA

Lakhotia Brothers, Nagpur, India

2005 – 2009

Business Development Manager

- Explored new opportunities to introduce international products/machinery to the domestic Indian markets by visiting international trade shows and steel conventions.
- Diversified Lakhotia Brothers into growing power industry and alternative energy industry from steel.
- Successfully negotiated 5 new contracts with international companies to get exclusive rights to represent Lakhotia Brothers as their Indian Representative.
- Efficiently manage a staff of 20 people located in multi-functional roles in multiple regions.

Lakhotia Brothers, Nagpur, India

2003 – 2005

Sales and Marketing Manager

- Managed marketing and sales for a business that acts as a liaison between international steel equipment manufacturing companies and domestic steel plants.
 - Analysed customer segment and customer need and accordingly introduced 10 new products into the market and introduced Lakhotia Brothers to new customer segments.
 - Successfully negotiated selling price and buying price with all parties resulting in positive income growth for the company.
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Qualifications

MBA Candidate

Class of June 2011

Santa Clara University, Santa Clara, CA (Current GPA: 3.7/4.0)

- Concentration in Entrepreneurship
- Dean's list honor student
- Member of Entrepreneurship network and VP International Business network

Bachelor of Engineering in Computer Technology

2000-2004

KDK College of Engineering, Nagpur, India (First Class Grade)

MBA Projects

- **Business plan for a clean-tech company**
 - Identified an opportunity in US Agriculture irrigation industry for solar based pumping solutions
 - Performed market segmentation and target market selection for the new venture
 - Proposed marketing plan, operational plan and management plan for the venture to be successful
 - Prepared projected financial statements like cash flow statement, income statement and balance sheet for 5 years suggesting two round of financing and exit strategy
 - **Marketing plan for a Smartgrid solution provider**
 - Performed a strategic analysis of the entire Smartgrid Industry with a special attention to North America.
 - Proposed a customer segmentation scheme, performed SWOT analysis and identified decision alternatives for selected company
 - Suggested an implementation plan for the chosen alternative based on the 4Ps i.e. product, price, place and promotion
 - Created pro forma financial statements for the proposed solution
 - **Case Analysis of Signode Industries**
 - Detailed analysis of Signode Industries pricing strategy in the year 1984.
 - Analyzed the various issues related with changing market environment, competition and Signode's position in the Steel Strapping Market.
 - Proposed a marketing plan with new pricing strategy to increase market share at higher contribution margin in the long run.
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Skills

Computer: Proficient in Microsoft Word, Excel, Advanced Excel, PowerPoint and C, C++

Other: Fluent in Hindi, Marathi and English; Excellent organizational skills and interpersonal communication skills

Other Activities

Extra curricular & Special Achievements:

- Member of Vidarbha Industries Association, Nagpur India (2005-2008)
- Member of KOTRA (Sponsored by Ministry of Knowledge Economy of Republic of Korea)
- Member of American Iron and Steel Technology Association
- Member of Material Advantage Student Association
- Member of Northwest Mining Association