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PROFESSIONAL SUMMARY

Sales and Business Development professional with 18 years of experience across strategic key accounts, public-sector business, infrastructure, energy, lighting, and technology-led solutions. My career has given me broad exposure to regional sales, complex solution selling, business development, bid management, commercial negotiations, and account expansion, working with government entities, institutional customers, global corporations, consultants, and senior decision-makers. My experience spans Smart Cities, Data Centers, Utilities, Transportation, Sports, Factories, Buildings, and Airports, including large and complex opportunities valued up to INR 5,000 Mn. I have developed new markets, grown strategic accounts, worked within government procurement environments, managed bids and brought commercial and technical teams together around complex customer requirements. With a background in Electrical Engineering and Business Management, I combine technical understanding with commercial judgement and a relationship-focused approach to developing opportunities and building sustainable business growth.

CORE COMPETENCIES

- Strategic Sales Leadership
- Business Development & Market Expansion
- Complex Solution & Project Sales
- Bid Management & Proposal Strategy
- Executive Stakeholder Management
- Key Account Management
- Government & Public-Sector Sales
- Sales Pipeline & Revenue Forecasting
- Commercial Negotiation & Deal Closure
- Government Procurement & Institutional Sales

CAREER HIGHLIGHTS

- Secured a **INR 1,800 Mn Smart City PPP project on DBFOT mode** for Nashik Municipal Corporation involving conversion of **92,000 streetlights** to energy-efficient LED lighting. Spearheaded the proposal to the contractor, managed the multi layered system of stakeholders (ULB, PMC, SPV, Nodal Agency) and overcame extremely strong competition to win the project. Post bid, managed the project and arranged vendors and set SOP for coordination with client.
- Managed the client relationship for the **INR 5,000 Mn National Maritime Heritage Museum project** with Indian Port Rail Corporation Limited, a Government of India entity.
- Secured the prestigious **Varanasi International Cricket Stadium Main Field of Play Illumination package (SITC) – INR 180 Mn** including the Unique Trishul Shaped Sports Mast. Spearheaded the proposal to the contractor, managed the multi layered ecosystem of stakeholders and overcame extremely strong competition to win the project
- Secured the prestigious **Board of Control for Cricket In India – Centre of Excellence (NCA) Bengaluru Main Field of Play Illumination package (SITC) – INR 100 Mn** including the Stadium Mast. Spearheaded the proposal to the contractor, managed the multi layered ecosystem of stakeholders and overcame extremely strong competition to win the project
- **Secured the Illumination package for 23 Metro Stations of Pune Metro Line 3 (Hinjewadi – Shivajinagar) along with the Viaduct & Depot Lighting (Value – INR 100 Mn).** Spearheaded the proposal to the contractor, managed the multi layered ecosystem of stakeholders of Government Department, Concessionaire, Project Management Consultants, EPC Contractor and overcame extremely strong competition to win the project
- **Secured the Radio Frequency Based Lighting automation for LED Floodlights & High Mast Tower across various wards of Mumbai under the MCGM.** Participated in tender formation, influenced decision making to create an innovative lighting solution for MCGM
- **Secured the Apron Lighting Illumination package (SITC) for the Navi Mumbai International Airport – Value – INR 70 Mn**
- Secured the Smart Township Illumination (SITC) for all Landscape, Recreational Sports for Shantivatika Township in Mundra for Kutch Copper (Adani Group) – Value – INR 70 Mn
- Secured and executed approximately **INR 20 Mn of projects in Bangladesh for customers like H&M**, adding international sales and project exposure.
- Delivered approximately **INR 100 Mn in annual luminaire sales** at Wipro Lighting and generated approximately **INR 50 Mn from newly developed accounts**, including SBI and ITC. This was Wipro Lighting's first foray into ITC group
- Won **INR 15 Mn in software and services orders from Northeast Frontier Railway**, demonstrating early success in complex government and institutional solution sales.

- Managed customers for large deals of Energy Management Systems of Damodar Valley Corporation at Chandrapura Thermal Power Station (Jharkhand), Bokaro Thermal Power Station (Jharkhand).

PROFESSIONAL EXPERIENCE

Regional Key Accounts Manager – Systems & Services Business (Public Accounts)

Signify Innovations India Limited (formerly Philips Lighting) | Mumbai & Bangalore Mar 2022 – Present

- Oversee a regional portfolio of **strategic public-sector accounts across Utilities, Transportation, and Sports**, with focus on account growth, customer retention, and long-term business opportunities.
- Worked on **large and complex sales opportunities**, covering opportunity identification and qualification, solution discussions, proposal development, commercial negotiations, and deal progression.
- Expanded business within strategic accounts through **cross-selling and up-selling**, aligning customer requirements with relevant systems, services, and technical solutions.
- Established sustained relationships with **key customer stakeholders and decision-makers**, developing visibility into upcoming projects, procurement requirements, and account-level opportunities.
- Worked across cross functional teams of **sales, engineering design, product marketing, project management, commercial excellence, and service teams** to shape customer-specific solutions and carry requirements through the sales and project lifecycle.
- Maintained oversight of **account strategies, sales pipeline, opportunity forecasts, and business potential**, supporting revenue targets and deeper penetration across assigned accounts.
- Contributed to the **Pune Metro Line 3 pre-wired trunking solution**, bringing together customer requirements and internal technical inputs to support the project opportunity.
- Guiding sales team members for driving sales growth in Systems & Services business in Government Departments, Urban Local Bodies, Large Consultants & Large Contractors

Business Development Manager

Tata Projects Limited | Mumbai

Apr 2018 – Mar 2022

- Worked across business development opportunities in **Smart Cities, Data Centers, Factories, Buildings, and Airports**, covering opportunity development, business modelling, bid management, vendor partnerships, risk assessment, and project management support.
- Played a key role in developing the **Data Center business from 2020**, engaging with major global customers and investors including **Microsoft, Equinix, Brookfield, Digital Realty, and AirTrunk** on emerging infrastructure opportunities.
- Worked on business development for the **Factories segment under the Government of India's PLI investment scheme**, pursuing opportunities across semiconductor manufacturing, electric mobility, batteries, renewable energy, and other new-age industries.
- Built relationships with **Invest India, Guidance Tamil Nadu, government departments, senior bureaucrats, public-sector stakeholders, and PE/VC investors**, while supporting Smart Cities opportunities across Punjab, Uttar Pradesh, Maharashtra, Karnataka, and Madhya Pradesh.
- Explored **international infrastructure opportunities across ASEAN markets** with financial institutions including the World Bank Group's IFC, EXIM Bank, and iDeCK for ESCO-based street-lighting projects, alongside contributing to Buildings & Airports opportunities in Mumbai and Pune. **Was part of the Core team of Bid Management for Noida International Airport at Jewar.**

Territory Manager

Wipro Lighting | Kolkata

Mar 2012 – Mar 2018

- Held **topline sales and business development responsibility across West Bengal, Jharkhand, and Bangladesh**, covering corporate and institutional customers across the assigned territory.
- Delivered approximately **INR 100 Mn in annual luminaire sales**, combining key account development, project-based selling, and sustained business across established customers.
- Opened and developed major accounts including **SBI and ITC**, generating approximately **INR 50 Mn in business** through focused customer engagement and identification of new project opportunities.
- Secured and executed **key projects worth approximately INR 20 Mn in Bangladesh**, adding international market exposure alongside the domestic territory portfolio.
- Expanded the sales network through relationships with **architects, electrical consultants, lighting consultants, and project influencers**, strengthening access to upcoming projects and customer requirements.
- Worked across customer, channel, consultant, and internal teams throughout the sales cycle, from opportunity development and solution discussions through commercial engagement and project execution.

Deputy Manager – Marketing & Sales
KLG Systel Ltd. | Kolkata

Feb 2011 – Feb 2012

- Handled **sales and marketing for Connectgaia.com across Eastern India**, offering SaaS-based energy management solutions to institutional and enterprise customers.
- Held responsibility for the **complete sales cycle**, covering lead generation, customer engagement, solution discussions, proposal development, commercial negotiations, order closure, and payment collection.
- **Secured INR 15 Mn in software and services orders from North East Frontier Railway** through solution-based selling within a major government/public-sector account.
- Worked with customers to understand operational and energy-management requirements and translate them into appropriate **software and service solutions**.

Executive – Marketing
Secure Meters Ltd. | Kolkata

Aug 2008 – Jan 2011

- Handled **sales and marketing for energy and utility solutions across Jharkhand**, with a focus on government, utility, and industrial customers.
- Worked with key accounts including **Damodar Valley Corporation (DVC), Tata Steel, and JUSCO**, developing customer relationships and pursuing metering and energy solution opportunities.
- Achieved assigned **sales targets while expanding the customer base** through new account development and identification of opportunities across the territory.
- Covered the **end-to-end sales process**, from lead generation and customer discussions through order conversion, channel coordination, and payment collection

AWARDS & RECOGNITION

- **Team Award for Iconic Project of the year – Signify | Mar 2026**
Recognized for contribution towards the Varanasi International Cricket Stadium project
- **Excellence Award – Signify | Jan 2024**
Recognized for project collaboration on the iconic **Bandra-Worli Sea Link façade lighting project**.
- **STAR in Business Development – Tata Projects Limited | Oct 2019**
Awarded for contribution to business development for **Nashik Smart City project**
- **Special Mention – Tata Projects Limited**
Served as **SBU Lead – Urban Spaces** for the **Tata Business Excellence Model (TBEM) Assessment**.

EDUCATION

- **Post Graduate Diploma in Business Management (PGDBM)**
Narsee Monjee Institute of Management Studies (NMIMS), Mumbai | **2015 – 2019**
- **Bachelor of Technology (B.Tech) – Electrical Engineering**
West Bengal University of Technology, West Bengal | **2004 – 2008**