

Contact

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(LinkedIn)

calendly.com/saurav-gvr/new-meeting-1 (Personal)

Top Skills

Growth Marketing

Marketing Strategy

Product Marketing

Languages

English (Full Professional)

Hindi (Native or Bilingual)

Bengali (Native or Bilingual)

Certifications

Certified Research Professional

Excel: Mother of Business Intelligence

Microsoft Copilot for Excel

Business Analysis with Excel

AI Toolkit For Professionals

Saurav Sarkar

Helping wellness coaches book more qualified calls through funnels & conversion systems

Greater Bengaluru Area

Summary

I am a certified market research professional (IIPMR) with over 12 years of experience transforming data intoactionable business insights. I have worked with global companies such as VMware and IBM, focusing oncompetitive analysis, technology research, and ROI driven studies. I’m passionate about transforming researchinto clear actions that drive strategy and growth.Open to roles across India, with immediate joining opportunities.

Experience

12finelegs

Independent Consultant

July 2024 - Present (2 years 2 months)

Bengaluru

Provide wesbite design, funnel building and growth marketing services

IBM

Product Manager

January 2024 - Present (2 years 8 months)

Bengaluru

1. Developed and executed strategic product roadmaps, aligning with market demands and customer needs, leading to enhanced product-market fit and increased adoption.
2. Led the development and enhancement of platform features, improving performance, scalability, and user experience, resulting in a measurable increase in customer satisfaction and retention.
3. Instrumental in developing five new applications within IBM’s Guardium data security portfolio, strengthening the platform’s capabilities and expanding its market reach.

VMware

6 years 7 months

Senior Analyst- Business Research and Insights

June 2021 - December 2023 (2 years 7 months)

Bengaluru, Karnataka, India

1. Spearheading a team of 3-4 members; guiding and mentoring them to achieve their objective and to fulfill the priorities of their stakeholders quite effectively
2. Developing and executing strategic initiatives to drive business growth and market expansion; leading cross-functional teams to identify and capitalize on emerging market trends, resulting in the successful launch of products and services
3. Implementing data-driven decision-making processes, leveraging advanced business intelligence tools to optimize operational efficiency and reduce costs
4. Spearheading the development and implementation of a comprehensive talent acquisition strategy, resulting in the recruitment and retention of top-tier professionals and enhancing team performance
5. Orchestrating strategic partnerships and alliances with key industry players to foster business growth, expand market reach, and drive customer acquisition

Analyst- Business Research and Insights

June 2017 - June 2021 (4 years 1 month)

Bengaluru, Karnataka, India

1. Collect and analyze business intelligence data from available industry reports, public information, field reports and purchased resources
 2. Analyze competitive market strategies through analysis of related product, market and share trends
 3. Communicate with stakeholders, customers to stay abreast of industry or business trends
- Synthesize current business intelligence or trend data to support recommendations for action

Infoholic Research LLP

Senior Business Development and Research Executive

April 2016 - April 2017 (1 year 1 month)

Bangalore

Responsibilities as a Research Executive

- Conduct extensive primary and secondary market research using different data sources to analyze industry driver's/ Market leaders, identify emerging opportunities and key challenges
- Find the Supply, Demand, Production capacity of Suppliers/Manufacturers of products as requested by clients.
- Create RFI, RFQ, RFP to procure the products at the right price and right quality
- Develop appropriate Procurement strategy by means of research and analysis to help clients reduce cost in their Procurement spend.
- Supply Chain Risk optimization
- Absolute best cost (ABC) analysis,
- PEST & SWOT analysis,
- Hands on experience in Price forecasting by Linear & multiple regression, time-series analysis, moving averages using MS-excel.
- Making sure that methods of data collection are effective and accurate
- Analyze complex data to bring out solutions for various scenarios

Responsibilities as a Business Development Executive

- Managing key accounts and executing strategic objectives for custom research clients
- Response to RFI/RFPs identified through Lead Generation activities
- Sales presentations made to clients – international as well as domestic has translated into good business opportunities for the company.
- Was successful in balancing projects, service, commitment, profitability and contingency planning
- Controlling service levels and client expectations
- Creating opportunities to develop the business
- Selling and promoting the newly published research reports on different topics.

Grand View Research, Inc.
Business Development Executive
May 2015 - April 2016 (1 year)

Pune Area, India

Responsibilities:

- Managing key accounts and execute strategic objectives for custom research clients.
- Working with research Consultants on project planning, briefing, research and finalization checks.
- Constructing data sets, modeling and forecasting on the basis of qualitative & quantitative factors.
- Developing deep, expert, insight into the industry and its consumers.
- Communicating this analysis in a concise and compelling manner for clients.
- Delivery of high quality analysis in the form of written business information reports.
- Leading the negotiation to close the deal and draw in resources from within the company.

ALCOR Fund

Business Analyst

June 2014 - November 2014 (6 months)

Responsibilities:

- Assess and analyse all potential business/partnership opportunities for the group locally and internationally.
- Develop business case value proposition and advise on need of M&A.
- Conduct detailed research on buyer and seller companies .
- Research and assimilation of market related information (PEST and SWOT Analysis)
- Focus on business synergies and cultural fitment for both parties.
- Estimate market sizes, forecasting and contribute high level analysis.
- Making strategic recommendations and suggestions to the client based on analysis.

Canvera Digital Technologies Pvt Ltd, Bangalore

Relationship Lead

August 2009 - April 2011 (1 year 9 months)

Bangalore

Responsibilities:

- Manage product listings, pricing and competitive offerings analysis.
- Achieve and exceed sales target in light of our business growth plans.

- Conduct sales reports and researches on anticipating competition and market trends.
- Maintain strong relationships with existing customers and business partners.
- Educating customers about the ecommerce platform service.
- Mapping out new areas and locations for expansion of business service.

Education

Sri Balaji University,Pune

Master of Business Administration - MBA, Marketing · (2012 - 2014)

Indian School of Business

Certification, Product Management · (November 2022 - February 2023)

Shivaji University

Bachelor of Engineering (BE), Electronics · (2008)

Delhi Public School, Ranchi

High School, Physics,Chemistry, Mathematics

pmcurve

Product Sense and Strategy · (August 2024 - October 2024)