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|  | **CONTACT** |

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|  | +91- 9879347344 |
|  | adityalikeu@gmail.com |
|  | Mumbai |

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|  | **CORE COMPETENCIES** |

* Strategic Business Planning
* Market Research and Analysis
* CRM and Sales Management
* Sales and Marketing Strategy
* Business Expansion and Development
* Cross-Selling and Distribution
* Market Share and Revenue Growth
* Client Acquisition | Client Advisory
* Portfolio Management
* Competitive Analysis
* Financial Analysis and Forecasting
* Business Growth Strategies
* Profitability Enhancement

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|  | **EDUCATION** |

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|  | * **May 1999:** Diploma in Computer Applications (D.C.A.), Private Institute, Grade A

**April 1997:** Bachelor of Commerce (B.Com.), Gujarat University, 53% |

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|  | **SOFT SKILLS** |

* Communication Mastery
* Adaptability and Flexibility
* Problem-Solving Acumen
* Leadership and Team Collaboration
* Emotional Intelligence and Empathy
* Time Management and Organizational Skills
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|  | **Aditya S. Shah****Vice President***Business Development | Sales | B2B & B2C***Nearly 30 Years of Experience** |

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|  | **ABOUT ME** |

 Leveraging rich experience in business development and sales to drive growth and expansion in the financial services industry. Targeting leadership roles in national and international business development, with a focus on delivering exceptional results and fostering client relationships.

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|  | **PROFILE SUMMARY** |

 * Leading business development initiatives as the **Vice President at Shah Investor’s Home Ltd**., with a focus on expanding business in **Mumbai and Ahmedabad**, driving strategic growth and development.
* Showcased **proficiency in team leadership, direct and indirect sales**, and **product cross-selling**, resulting in substantial business growth and enhanced profitability.
* Effectively **addressed service-related challenges**, **nurturing robust relationships** with associated partners, and **facilitating the introduction of high net-worth clients** to propel company advancement.
* Spearheaded **nationwide business development initiatives across 27 states**, implementing highly effective sales strategies to drive significant growth and expansion.
* Excelled in **strategic planning**, conducting **market research**, and executing competitive marketing strategies to **attain revenue and profitability objectives**.
* Showcased skills in leveraging potential business prospects**, emphasizing market development and expansion** to drive organizational progress.
* **Recently accomplished a notable milestone in broadening business**, leading to significant surge in market share and revenue expansion.
* Possess extensive **expertise in financial markets**, with a dedicated commitment to providing **exceptional customer service** and **fostering client allegiance**.

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|  | **KEY HIGHLIGHTS** |

* Spearheaded **rapid expansion into new territories**, achieving profitability within five months, positioning the company for sustained growth.
* **Led a dynamic team of 100 professionals**, driving a remarkable **70% increase in sales and distribution** performance through collaborative leadership and accountability.
* **Secured 150 new high net worth clients**, significantly boosting revenue streams and market presence through strategic relationship-building efforts **across the career.**
* Successfully **onboarded over 700 new franchisees**, expanding the company's footprint and revenue channels in alignment with strategic objectives **across the career.**
* Conducted thorough market research, **uncovering untapped market opportunities**, and informing strategic initiatives that enhanced the company's competitive edge.
* **Earned 6 promotions at Monarch Networth Capital Ltd**., reflecting consistent **excellence in performance**, leadership, and results-driven strategic vision.
* **Achieved impressive 150% revenue growth** through innovative sales strategies, capitalizing on market trends and customer needs effectively at Monarch Networth Capital Ltd.
* Implemented initiatives **resulting in a reduction in overhead costs**, **streamlining processes** and enhancing productivity for sustained organizational success.
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|  | **WORK EXPERIENCE** |

**Vice President – Business Development (National Level) | Shah Investors Homes Ltd. | October 2024 – January 2025*****Engaging in formulating and implementing comprehensive business development strategies, fostering client relationships, and continuously improving service quality to ensure customer satisfaction and organizational success.*****Responsibilities:*** Developing and executing strategic plans to expand company presence in **Mumbai and Ahmedabad markets**, focusing on brand visibility and market penetration.
* Establishing strong networks with key stakeholders in target regions to drive growth and increase market share.
* Leading, mentoring, and **managing a team of 20 to 30 sales professionals**, ensuring alignment with organizational goals and objectives.
* **Fostering a collaborative work culture** to enhance team performance and productivity, driving towards achieving sales targets.
* Formulating and implementing comprehensive strategies to drive revenue growth and capitalize on emerging business opportunities.
* Identifying market trends and customer needs to **develop tailored solutions** and gain a competitive advantage.
* Cultivating and maintaining strong relationships with existing and potential clients, including HNIs and corporate accounts.
* Proactively addressing client queries and concerns to ensure high levels of customer satisfaction and loyalty.
* Identifying and addressing service deficiencies to enhance overall customer experience and satisfaction.
* Implementing corrective measures to **improve B2B and B2C service quality and compliance** with industry standards.
* Developing and tracking key performance indicators to measure the effectiveness of business development efforts.
* Preparing and presenting regular reports to senior management, highlighting achievements, challenges, and areas for improvement.

 **Vice President – Business Development | Kunvarji Finstock Pvt. Ltd. | August 2023 - Present*****Engaging in formulating and implementing comprehensive business development strategies, fostering client relationships, and continuously improving service quality to ensure customer satisfaction and organizational success.*****Responsibilities:*** Developing and executing strategic plans to expand company presence in **Mumbai and Ahmedabad markets**, focusing on brand visibility and market penetration.
* Establishing strong networks with key stakeholders in target regions to drive growth and increase market share.
* Leading, mentoring, and **managing a team of 20 to 30 sales professionals**, ensuring alignment with organizational goals and objectives.
* **Fostering a collaborative work culture** to enhance team performance and productivity, driving towards achieving sales targets.
* Formulating and implementing comprehensive strategies to drive revenue growth and capitalize on emerging business opportunities.
* Identifying market trends and customer needs to **develop tailored solutions** and gain a competitive advantage.
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* Identifying and addressing service deficiencies to enhance overall customer experience and satisfaction.
* Implementing corrective measures to **improve B2B and B2C service quality and compliance** with industry standards.
* Developing and tracking key performance indicators to measure the effectiveness of business development efforts.
* Preparing and presenting regular reports to senior management, highlighting achievements, challenges, and areas for improvement.

**Commission-based Financial Advisor | Wealth Raiser Advisory | June 2020 - August 2023*****Successfully managed portfolios and facilitating real estate transactions amidst challenges like the COVID-19 pandemic. They also led a diverse team, ensuring compliance with regulations to protect client assets and maintain business integrity.*****Responsibilities:*** Developed and maintained client relationships for **wealth advisory services** while achieving revenue targets.
* Provided timely and accurate market insights to clients, **expanding the client base** through networking and referrals.
* Analyzed **market trends and stock movements** to optimize diversified client portfolios.
* Monitored and adjusted portfolio performance based on market conditions, mitigating risks while maximizing returns.
* Identified and **capitalized on real estate opportunities**, facilitating transactions with expert guidance.
* Stayed updated on market trends and regulations, leveraging insights to drive successful property transactions.
* Led and mentored a diverse team, **providing ongoing training and support** for enhanced performance.
* Identified and **recruited top talent** to strengthen organizational capabilities and maintain relationships with candidates.
* **Navigated pandemic challenges** by pivoting to alternative revenue streams and utilizing remote communication technology.
* Showcased resilience and agility in adapting to changing market dynamics, ensuring continued operations and client engagement.
* **Ensured compliance** with regulatory requirements and industry standards, implementing robust risk management processes.
* **Conducted periodic reviews and audits** to proactively address any compliance or risk issues, safeguarding client assets and business integrity.

**Vice President Sales (India) | Goldmine Stocks Pvt. Ltd. | July 2017 - December 2019*****Spearheaded the expansion into new territories, establishing branches, and leading a team to drive profitability and franchise development, while also pioneering innovative business strategies and leveraging digital platforms for growth.*****Responsibilities:*** Successfully initiated and executed expansion plans for Goldmine Stocks Pvt. Ltd. in **Gujarat, Maharashtra, Goa, and Rajasthan**.
* **Established new branches** in **Mumbai and Jaipur**, focusing on penetrating new markets and enhancing brand presence.
* Sourced and assembled effective teams to drive business growth in newly established branches.
* Implemented strategies that resulted in the **significant improvement of 3 branches in Mumbai within a year**, achieving increased profitability.
* Implemented initiatives to enhance operational efficiency and cost-effectiveness across branches.
* Identified and **onboarded numerous franchise partners**, contributing to increased revenue streams and overall profitability.
* Managed relationships with franchisees to ensure alignment with company objectives and standards.
* Directed a **team of 35 individuals in Mumbai, 15 in Jaipur, and 15 in Ahmedabad**, fostering a culture of high performance and collaboration.
* Provided mentorship and guidance to team members, facilitating their professional growth and development.
* Sourced, recruited, and trained candidates for various roles including **Research, RMS, Back Office, and Sales**, ensuring the availability of skilled manpower to support business operations.
* Leveraged online platforms and digital channels to explore new business opportunities and maximize revenue generation.
* Proactively researched and **implemented innovative business models** to adapt to changing market dynamics, **such as transitioning from retail business to new concepts like Zarodha.**
* Played a key role in strategic decision-making processes, contributing insights and recommendations to drive the company's growth agenda.
* Evaluated market trends and competitor activities to formulate and adjust business strategies accordingly.
* Effectively transitioned out of the organization in response to the strategic shift towards the Zarodha concept, ensuring a smooth handover of responsibilities and projects.

**Regional Head (Rajasthan, Goa, Maharashtra) | Monarch Networth Capital Ltd. | December 2007 - July 2017*****Dealt in franchisee business growth nationwide, implementing strategic plans for branch performance enhancement, and leading teams across multiple states while ensuring compliance and integrity within the organization.*****Responsibilities:*** Achieved **over 100% growth in franchisee business**, expanding from **Gujarat** to a nationwide network.
* Identified and addressed fraudulent activities within the franchisee network, ensuring compliance with company policies and maintaining integrity.
* **Successfully led Mehsana Branch** from loss to profitability, demonstrating effective managerial skills and strategic planning.
* Implemented disciplined work culture and performance-driven approach across all branches, fostering excellence and accountability.
* Led **teams of 10 members in Goa and 25 members in Rajasthan**, fostering trust and camaraderie among branch employees.
* Provided mentorship and guidance to team members, nurturing talent and promoting professional growth within the organization.
* Developed and executed strategic plans to optimize franchisee operations and maximize profitability.
* Implemented initiatives to streamline processes, enhance efficiency, and ensure compliance with regulatory requirements.
* **Addressed conflicts effectively within the organization** and **resolved disputes with stakeholders**, maintaining open communication channels and upholding professional integrity.
* Managed interpersonal issues and maintained positive relationships with management and stakeholders, providing timely updates and insights.

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|  | **PREVIOUS EXPERIENCE** |

**Branch Head | Shree Vardhman Investment | June 2007 - December 2007*** Successfully managed branch operations while maintaining client relationships and achieving performance targets.
* Demonstrated integrity by honoring commitments made to previous employers.

**Relationship Manager | Indiabulls Securities Ltd. | May 2004 - June 2007*** Generated substantial revenue by maintaining client relations and promoting equity and commodity trading.
* Left due to misalignment with sales policies, impacting team morale.

**Financial Consultant | IDBI Bank Ltd. | May 2000 - April 2004*** Exceeded targets by promoting loan and demat account products, demonstrating strong sales and customer service skills.

**Business Relation Officer | Ashami Financial Consultant | January 1994 - April 2000*** Initiated sales career in stockbroking, building client relationships and achieving sales targets.

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|  | **PERSONAL DETAILS** |

**Date of Birth:** 4th December 1976**Languages Known:** English, Hindi, Marathi and Gujarati**Permanent Address**: A/16 Mrudang Flat, B/h. Vasna Bus Stop, Ahmedabad, Gujarat, 380007, India |  |