**HARSHAL WORLIKAR**

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**Senior Executive Summary**

Assistant Vice President

Sales, Business Development, Servicing, Strategy & Relationship Engagement

**Professional Profile .**

Result driven entrepreneurial executive with 11 years of experience in Business Development, Sales, Relationship engagement and Servicing. Strong management career providing leadership, focused mission building, strategic planning & compelling client value in the areas of Online trading sales & Business development. Entrepreneurial zeal and drive with Technology know-how to shepherd various task. **Areas of expertise include:**

* Sales Leadership & Direction
* Team Training & Development
* Strategy & Execution
* Assessment & Analysis
* Product & Market Alliance
* Campaign Management
* Lead Generation
* Team Building, Directing & Monitoring
* Productivity Improvement
* Process Optimization
* Man Power/Recruitment
* Business Development
* Customer Experience Improvement
* Key Account Relationship Management
* Budgeting & Forecasting

Innovative and results-driven leader focused on achieving exceptional results in highly competitive environments that demands continuous improvement.

**Achievements .**

* Led simultaneous business development strategies that catapulted revenues.
* Implemented processes and system to ensure smooth transition of the entire process in back end operations.

**Professional Experience .**

**Edelweiss Financial Advisors Ltd, Mumbai. Nov 2011 to Present**

*India’s leading diversified financial services Group.*

***Assistant Vice President: Sales, Business Development & Strategy***

Responsible for leading a team towards organizational objectives. Plan and execute business generation strategies.

KEY PROJECTS & SELECTED ACCOMPLISHMENTS INCLUDE:

* Excel in managing and driving productivity through large teams with a profitability focus. Possess very good understanding of Equity (Direct & Indirect), Insurance & MF business.
* Manpower planning, training need identifications, finalizing KRA’s, motivating and facilitate career growth of the team.
* Manage, Expand and Recruit Existing and New Team.
* Responsible for devising and implementing various Advisory and Marketing Strategies to increase Active Client Ratio & Average Revenue per Client (ARPC).
* Responsible for devising business strategy and enable achievement of business objectives - Sales, Product Development and Customer Service.
* Designing and implementing strong MIS and CRM processes to effectively monitor the system and provide business related data to respective authorities.

**Motilal Oswal Financial Services Ltd, Mumbai July 2005 to Oct 2011**

***Associate Vice President – Online Business***

* Responsible to run a profitable business and have a clear focus on top line, bottom-line, expenses and cash flow.

**ICICI Web Trade Ltd, Mumbai Dec 2002 to June 2005**

***Cluster Head – South – Retail Sales***

* Achieving Sales Target, Handling Activities like LMS, Stalls, Corporates, Bank Branches & High Net worth Customers, Motivating trainees to achieve the targets, providing recommendations to invest in Equities.

**Education & Professional Development .**

* Bachelor in Physics, MBA in Finance – Mumbai University, 2009.
* NCFM Certified