

Pardeep Kumar

Sales & Operations Leader | 11+ Years

Industrial Solutions & Business Development

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Professional Summary

Sales & Operations Leader with 11+ years of experience in industrial solutions, fire safety equipment, and manufacturing sectors. Proven expertise in B2B, B2G sales, business development, government tendering, key account management, CRM, and operations management. Skilled in digital marketing, procurement, logistics, and technical sales support, delivering measurable results including 70% freight cost savings and multi-crore contract wins. Adept at leading cross-functional teams, driving market expansion, and optimizing business processes across Pan India.

Core Competencies

- Sales & Business Development – Expanding market presence and driving revenue growth.
 - Digital Marketing & Lead Generation – Enhancing brand visibility and generating potential leads.
 - Team Leadership & Management – Leading teams to meet organizational goals.
 - Operations & Process Optimization – Improving workflow efficiency for better productivity.
 - Technical Support & Installation – Providing hands-on support for product setup and troubleshooting.
 - Customer Relationship Management – Building long-term client relationships for business growth.
 - Procurement & Quotation Handling – Managing purchase orders, costing, and pricing models.
 - Logistics & Custom Clearance – Ensuring smooth import/export operations.
 - Exhibition Planning & Management – Organizing and executing successful trade events.
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Professional Experience

Anlon Technology Solutions Limited

Assistant Sales Manager | Delhi/Pan India | July 2024 – Present

Company Overview:

A leading provider of fire safety and industrial solutions, specializing in sales, installation, and commissioning of advanced firefighting equipment for both government and private sector clients.

Key Responsibilities:

- Develop and implement sales strategies to drive business growth.
 - Identify new business opportunities and acquire key clients.
 - Managed client acquisition for firefighting equipment across Pan India, securing multiple government orders.
 - Ensure strong customer relationships and high satisfaction rates.
 - Oversee operations to enhance efficiency and sales performance.
 - Collaborate with internal teams to streamline project execution.
 - Organize and manage exhibitions for business opportunity.
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ACE Group – UAE / Aggra Cranes & Engineering LLP

Sales & Marketing Specialist | Delhi/Pan India | Dec 2021 – July 2024

Company Overview:

A global leader in Radio Remote Control solutions, PLC systems, and industrial equipment for sectors such as construction, mining, and material handling.

Key Responsibilities:

- Promote industrial equipment solutions and explore new business opportunities.
 - Maintain long-term client relationships to ensure high customer retention.
 - Conduct market research and align sales strategies with industry trends.
 - Coordinate with R&D and marketing teams for product development.
 - Handle procurement, logistics, and custom clearance for overseas orders.
 - Conduct client meetings, present proposals, and finalize orders.
 - Oversee inventory and supply chain operations for timely deliveries.
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River Engineering Pvt. Ltd.

Engineer – Sales & Operations | Greater Noida/Pan India | Nov 2017 – Dec 2021

Company Overview:

A manufacturer of mechanical and electrical components for **Indian Railways, Indian Air Force, DMRC**, and major industrial clients.

Key Responsibilities:

- Generating business with the discussion and long term relation with Railway Officers.
- Work closely with service team so that product can be install can be done in satisfactory level
- Responsible for payment followup, material inward receipt etc.

Giesecke & Devrient India Pvt. Ltd.

Assistant Engineer | Noida | Dec 2015 – Nov 2017

Company Overview:

A global leader in mobile security and banknote solutions.

Key Responsibilities:

- Performed product demonstrations for clients.
 - Managed after-sales service and AMC coordination.
 - Attended exhibitions to explore new business opportunities.
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Indosolar Limited

Assistant Engineer | Greater Noida | Aug 2014 – Dec 2015

Company Overview:

India's leading **solar photovoltaic cell manufacturer**, utilizing advanced German technology.

Key Responsibilities:

- Led team discussions to improve productivity and skill development.
 - Identified inefficiencies and implemented corrective actions.
 - Developed production schedules and managed manpower allocation.
 - Diagnosed and resolved equipment breakdowns.
 - Upgraded obsolete machinery for enhanced efficiency.
 - Managed supply chain logistics for smooth operations.
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Key Achievements

- Successfully launched a startup and led a team of 15+ professionals.
 - Designed and launched a company website to enhance business reach.
 - Secured new business opportunities by participating in industry exhibitions.
 - Reduced import freight costs by 70% – achieved by optimizing logistics partners and switching to consolidated shipping models.
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Highest Qualification : 3 Year Polytechnic Diploma - 2011 to 2014
From Government Polytechnic College

Online Certification

Certificate of Completion

- **Issued by:** Google

Lean Six Sigma White Belt Certification

- **Issued by:** Six Sigma Online (Aveta Business

Institute) Marketing Skills Certification

- **Issued by:** MindLuster

Google Sales Certification

- **Issued by:** Google Digital Academy (Skillshop)

Content Marketing Principles for Business

- **Issued by:** Semrush

Google Analytics Certification

- **Issued by:** Google Digital Academy (Skillshop)