

KAUSTUBH KHADELWAL

Strategy, Growth & Revenue Leader

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SUMMARY

Growth-oriented business development and client strategy professional with 11+ years of experience driving revenue growth, strategic partnerships, and key account expansion across market research, FMCG, consulting, and B2B services industries. Skilled at aligning commercial strategy with consumer insights and market intelligence to support long-term organizational objectives. Managed key FMCG accounts including PepsiCo India, Unilever, and Tata Consumer Products, and led a 5-person sales team contributing over 35% of total company sales.

EXPERIENCE

Client Development Manager — Kantar, Profiles

Gurgaon | December
2022 – Present

- Lead new-business acquisition across India, closing 30+ clients annually.
- Own Brand Health Tracks and ad hoc studies across Media, FMCG, and D2C accounts.
- Run concept testing and Brand Lift studies, engaging directly with D2C founders and CXOs to identify market research needs.
- Design strategic offers and client segmentation to expand business opportunities.
- Maintain strong client retention through solution-oriented account management and proposal execution.

Manager – Business Development & Projects — FICCI Research and Analysis Center

Gurgaon | November
2018 – December 2022

- Managed key accounts including PepsiCo India, Dabur, Tata Consumer, Britannia, and Unilever.
- Delivered national-scale projects including the Dyson India Dust Study and Clean Ganga Mission.
- Led a 5-person sales team contributing 35% of the organization's total revenue.
- Executed and expanded business from previously untapped markets.

Assistant Manager – Marketing — FICCI Research and Analysis Center

Gurgaon | February
2016 – November 2018

- Generated leads through direct sales, cold calling, and strategic marketing.
- Managed 80+ accounts with a focus on long-term relationship management.
- Delivered customized testing and survey solutions for key clients.

Senior Executive – Corporate Sales — Arun Sanitary

Gurgaon | June 2014 –
October 2015

- Implemented B2B sales strategies targeting real estate and hospitality sectors.
- Built product strategies calibrated to client budget and market demand.

EDUCATION

MBA, Sales & Marketing — G.G.S.I.P.U

2022

BBA — G.G.S.I.P.U

2014

CORE COMPETENCIES

Strategic Account Management • P&L Contribution & Sales Planning • Enterprise Account Management • Market Research & Consumer Insights • Client Relationship Management • Qualitative & Quantitative Research • CXO Stakeholder Management • Strategic Partnerships & Alliances

CERTIFICATIONS

MRSI – MRSI

Code of Conduct – Udemy

Sales Machine – Udemy

B2B Master Course – Udemy

Strategic Negotiation – LinkedIn Learning

Cold Calling: The First Seven Seconds – LinkedIn Learning

Branding Foundations – LinkedIn Learning

Sales Prospecting – LinkedIn Learning