

Kaustubh Khandelwal

STRATEGY, GROWTH & REVENUE LEADER · CLIENT DEVELOPMENT
MANAGER, KANTAR, PROFILES

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Business development and client strategy professional with 11+ years driving revenue growth, strategic partnerships and key account expansion across market research, FMCG, consulting and B2B services.

30+ new clients closed every year	35% of FICCI Research revenue, from the 5-person team he led	80+ accounts managed for the long term	11+ years in research and B2B sales
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EXPERIENCE

Client Development Manager

DEC 2022 – PRESENT

Kantar, Profiles · Gurgaon

- Leads new-business acquisition across India, closing **30+ clients a year**.
- Owns Brand Health Tracks and ad hoc studies across Media, FMCG and D2C accounts.
- Runs concept testing and Brand Lift studies, working directly with D2C founders and CXOs.
- Designs strategic offers and client segmentation that open new business.
- Keeps retention high through solution-led account management and proposal execution.

Manager, Business Development & Projects

NOV 2018 – DEC 2022

FICCI Research and Analysis Centre · Gurgaon

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

Assistant Manager, Marketing

FEB 2016 – NOV 2018

FICCI Research and Analysis Centre · Gurgaon

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

Senior Executive, Corporate Sales

JUN 2014 – OCT 2015

Arun Sanitary · Gurgaon

- Ran B2B sales strategy for the real estate and hospitality sectors.
- Built product strategies calibrated to client budget and market demand.

CORE COMPETENCIES

New-business acquisition

Strategic & enterprise account
management

Sales leadership & P&L contribution

Market research & consumer insights

Qualitative & quantitative research

CXO stakeholder management

Strategic partnerships & market entry

Client relationship management

EDUCATION

2022 MBA, Sales & Marketing
G.G.S.I.P. University

2014 BBA
G.G.S.I.P. University

CERTIFICATIONS

MRSI
Market Research Society of India

Strategic Negotiation
LinkedIn Learning

Sales Prospecting
LinkedIn Learning

Cold Calling: The First Seven Seconds
LinkedIn Learning

Branding Foundations
LinkedIn Learning

B2B Master Course
Udemy

Sales Machine
Udemy

Code of Conduct
Udemy