

# JOSHUA SRIKUMAR

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## SUMMARY

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- Assisted to set-up pan India sales for Log9 Materials' EV segment (3W) and grew the fleet size to over **1,100** vehicles across 10 key accounts in a year (MaaS + BaaS).
- Demonstrated success in end-to-end sales process management by implementing targeted solutions for a **10%** gain in market share.
- Recognized for top sales performance in 3W EV deployment in Sep 2022.

## PROFESSIONAL EXPERIENCE

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**Log9 Materials Scientific Pvt Ltd**, Bengaluru

Dec 2021 – Present

**Assistant Manager II – Business Development** (May 2023 – Present)

- Mentored 5 interns through weekly one-on-one sessions, fostering a culture of continuous growth and development, which led to all interns being converted to full-time employees.
- Oversaw assignment delegation process, assigning tasks based on team members' strengths and workload; achieved a **20%** increase in task completion rate and improved overall team morale.
- Identified new business opportunities across grocery and F&B sectors, leveraging market insights to drive a **10%** improvement in profit margins and secure long-term partnerships with industry-leading brands.
- Conducted comprehensive client research to identify untapped opportunities for account growth, resulting in a **45%** increase in annual revenue through upselling and cross-selling initiatives.
- Orchestrated comprehensive product training sessions for sales team, resulting in a **40%** increase in product knowledge.
- Mitigated issues for high-profile clientele, resulting in a **30%** reduction in escalations and a **15%** increase in customer satisfaction (C-SAT) ratings through effective problem-solving and personalized service.

**Assistant Manager I – Business Development** (Dec 2021 – Mar 2023)

- Managed **10+** key accounts with a total of **200+** vehicles.
- Streamlined the sales contract process, reducing turnaround time by **40%** and closing deals **20%** faster.
- Orchestrated end-to-end management of the sales process for the southern region, including lead generation, pilot programs, contract negotiations, and successful closures.
- Implemented targeted and customized solutions, resulting in a **20%** increase in profitable volume growth, **10%** gain in market share, and enhanced client preference in the assigned market.
- Developed and implemented performance standards and procedural changes to drive productivity and quality.
- **Award:** Top sales performer in the 3W EV deployment in Sep 2022 for highest deployments.

**Triumph Motorcycles, Bengaluru**

Sep 2020 – Oct 2021

**Sales Associate**

- Trained **10+** sales executives over 1 year in customer interactions and sales processes and reduced time-to-productivity for new joiners by **33%** (from 3 months to 2 months).
- Organized regular motorcycling events every quarter which increased lead generation by **25%**.

**Biking Spirit Touring Equipment, Bengaluru**

May 2019 – Aug 2020

**Sales Executive**

- Achieved monthly sales of INR 5L+ with an average ticket size of INR 30k by cross-selling and upselling riding gear equipment.

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**EDUCATION**

**PES University, Bangalore**

Mar 2019

Bachelor of Technology; Major in Electrical and Electronics

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**SKILLS**

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|------------------------|--------------------------|---------------------------------------|--------------------------|
| • Business Development | • Key Account Management | • CRM tools: Salesforce, Lead Squared | • Floor Staff Tool (FST) |
| • Sales                | • B2B Sales              | • Team Management                     | • Sales Forecasting      |
| • P&L                  | • Stakeholder Management |                                       |                          |

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**LANGUAGES**

- English
- Kannada
- Hindi
- Tamil