

ATUL KUMAR SRIVASTAVA

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PROFESSIONAL SUMMARY

Results-oriented Professional with 16+ years of experience in Sales Operations, CRM Management (HubSpot, Zoho), and Lead Generation. Expert in driving digital transformation (Project Unnati) and managing high-volume data ecosystems. Proven track record in lead scraping, database cleansing, and B2B sales strategy for industry leaders like PepsiCo and JK Tyre.

CORE COMPETENCIES

- Lead Generation: B2B Prospecting, Lead Scraping, LinkedIn Sales Navigator
- CRM Expertise: HubSpot, Zoho CRM, Salesforce, SAP
- Data Management: Data Entry, Data Cleansing, Database Auditing
- Sales Operations: Channel Management, Sales Funnel Optimization
- Technical Tools: Advanced Excel (VLOOKUP, Pivot), Google Workspace, Mailchimp

PROFESSIONAL EXPERIENCE

Founder / Startup Owner | Swadesh Industries *Sep 2017 – Mar 2025*

- Spearheaded end-to-end operations for a manufacturing startup, managing B2B sales and supply chain.
- Implemented custom CRM workflows to track customer acquisition and lead conversion rates.

Territory Sales Manager | JK Tyre & Industries Ltd *Aug 2014 – Aug 2017*

- Project Unnati: Led digital transformation using tablet-based DCR, increasing data accuracy by 40%.
- Managed 400+ channel partners and streamlined lead flow across 6 North Zone regions.

Customer Executive (Sales & Ops) | PepsiCo India *Jul 2010 – Jul 2014*

- Managed 150+ distributors, consistently achieving 110%-125% of sales targets.
- Awarded foreign tours (South Africa & Dubai) for excellence in sales operations.

EDUCATION & CERTIFICATIONS

- PGDM (Marketing & IT) - Institute of Productivity and Management (2009)
- B.Com - Lucknow University (2007)
- NISM Series V-A (Mutual Fund Distributors) - Certified / Pursuing
- HubSpot Academy Certified (CRM & Sales)