

Highly motivated & professional Business Development Manager with experience running start-ups. Building strategic business relationships and partnerships for this 2011- innovative food and pharmaceutical technology developing start-up

Work History

2019-06 – Business Development Officer

To date *Immcell Ltd., Dublin, Ireland*

- Identify and explore new business growth opportunities, implementation of business plans and strategies
- Conduct deep market researches and structure new marketing campaigns. Design and implement successful sales and marketing strategies to support business objectives and client acquisition
- Participate and actively engage in strategy meetings with board members and shareholders. Present various organizational and planning strategies to directors
- Build and maintain relationships with potential partners; represent company at various events; communicate and assist clients to improve strategic and professional relations.

2012-01 Farm Operations Manager

2016-06 *Goyal Family Farms, Hisar, Haryana*

- Managed inventories of crop seeds, fertilizers, and farm tools to maintain smooth farm operations
- Assisted farm workers with watering crops, sowing seeds, and other various farm issues
- Introduced and trained workers with modern mechanical tools of sowing, fertilizer application and harvesting crop equipment for optimized productivity
- Planted oilseed (including Brassica species), cereals, fruits and vegetable crops in fields Planned and executed complete crop cycle next 2 years of harvesting schedule strategies

Other Experience

2018-04 - Sales Assistant (Part-time)


2019-05 *TK- Maxx, Carrickmines, Dublin, Ireland*


- Conducted price and feature comparisons to facilitate purchasing
- Coordinated with other retail sales representatives' team to provide excellent customer service (especially during busy hours)

Mukul Gupta

Business Development Officer

Contact

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Skills

- Business development
- Market research
- MS-Office
- Sales & marketing strategies
- Client management
- Project management

Expertise

- Nutraceuticals
- Cereals & Horticulture production
- Functional foods
- FSMP
- Medical foods

Academic Internships

- Prepared post-brexit supply chain strategies for **Bailey's Cream** (Client)
- Conducted "**Techno-Economic Survey**" of Farmers for both cropping seasons in the State

Interests



- Answered customers' queries related specific products or damage refunds.

2018-01 **Develop Commercial Marketing Project**

2018-08 *Client: Strong Roots (A frozen-vegan food producer)*

- Developed a 3-year commercial marketing strategy to achieve €20 million target by 2021.
- Runner-up in the strategy presentation, nominated by the Board members of the company comprising of CEO, COO, CTO and CFO.
- Reviewed the entire product portfolio for product information, design, taste. Functionality, pricing competition to create various consumer profiles.
- Formulated major themes from the various marketing insights and KPIs to tailor 3 actionable business opportunities.
- Structured an extensive 3-year in-depth both conventional and modern-art (social media) promotions to increase brand awareness, penetration, repeat purchase and consumer loyalty.

Education

2017-09 - **Master of Science: Food Business Strategy**

2018-12 *UCD Michael Smurfit Graduate Business School - Dublin, Ireland*

- Graduated with 2.1 honors degree

2013-08 - **Bachelor of Science: Agriculture**

2017-06 *CCS Haryana Agricultural University - Hisar, India*

- Received HAU merit scholarship for all semesters
- Graduated with Distinction