Karan Shah

Key Account Manager

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PERSONAL STATEMENT

Key account manager with 8 years of experience in modern trade, quick commerce and B2B industrial accounts across Gujarat and Rajasthan. Manage ₹42 crore of annual business with 5 regional retail chains and 2 quick-commerce platforms, achieving 106% of target in FY 2025-26 through joint business plans and disciplined trade-terms negotiation.

WORK EXPERIENCE

Key Account Manager – Modern Trade · Sabarmati Home Care Products Ltd, Ahmedabad — Jul 2022 – Present

- Manage ₹42 crore annual business across 5 regional supermarket chains and 2 quick-commerce platforms, achieving 106% of the FY 2025-26 target.
- Grew quick-commerce sales from ₹3 crore to ₹11 crore in 2 years by improving listings, dark-store availability and app-based promotions.
- Raised order fill rate from 84% to 95% by agreeing weekly forecasts with account buyers and the supply team.
- Renegotiated annual trade terms with 3 chains, holding margins flat while adding 220 new store listings for the detergent range.

Senior Sales Executive – Key Accounts · Kutch Packaging Industries Pvt Ltd, Vadodara — Apr 2018 – Jun 2022

- Handled 12 pharma and food processing clients worth ₹18 crore a year in corrugated and printed cartons, with no key account lost in 4 years.
- Increased share of wallet at the 3 largest clients from 35% to 55% by offering vendor-managed inventory.
- Achieved 112% of the FY 2020-21 target despite raw paper price increases, through timely price-revision discussions.

EDUCATION

MBA in Marketing · Sabarmati Institute of Business Management, Ahmedabad — 2016 – 2018
Grade: 7.7 CGPA

B.Com in Commerce · Saurashtra Commerce College, Rajkot — 2013 – 2016
Grade: 72%

SKILLS

Key account management · Joint business planning · Trade terms negotiation · Modern trade · Quick commerce · Demand forecasting · SAP SD · Power BI

CORE SKILLS

- Negotiation
- Relationship management
- Commercial acumen
- Problem solving
- Cross-functional coordination

LANGUAGES

English · Fluent · Gujarati · Native · Hindi · Fluent

MyPerfectResume · Free