

# Mayank Ahuja

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## SUMMARY

A results-driven technical leader and dynamic B2B sales professional with over 7 years of proven success in driving growth and innovation within the specialty chemicals and manufacturing industries. Proven ability to develop and execute sales strategies that drive business growth, strengthen client relationships, and enhance customer satisfaction. Adept at managing key accounts, understanding client needs, and leveraging technical expertise to upsell and cross-sell products and services. Currently pursuing an MBA at Ivey Business School with a focus on Sales leadership.

## KEY SKILLS

- B2B Sales Strategy & Account Management • Business Development & Client Relationship • Salesforce CRM & Pipeline Management • Cross Functional Leadership • Project Management & Stakeholder Management • Strong Interpersonal & Collaborative Skills • Data Analytics • Advanced Presentation & Communication Skills.

## RELEVANT PROFESSIONAL EXPERIENCE

**Coventya / Macdermid, APAC (India, China, Thailand, Indonesia, Malaysia) & Turkey**

Sep 2022 - Dec 2023

***F500 Global leader in specialty chemicals with annual revenue of \$2.5Bn+***

*Assistant Manager: Coating & Industrial Water Treatment: Sales and Engineering Consulting (APAC & Turkey)*

- Spearheaded the introduction of a new product portfolio in the APAC market from Turkey BU, managing product selection for our clients and facilitating the transition from pilot to mass manufacturing of 175+ specialty chemical products for over 11 clients; Optimized pricing strategy through competitor market analysis and achieved \$1.6M in new business in the first year of launch with projection of \$6M in revenue by the end of 2024.
- Delivered product and business case presentations at over 50 tradeshows, securing 10+ clients with annual revenues exceeding \$1.2 million, including two of the top 10 projected revenue contributors.
- Managed a diverse product portfolio of 400+ chemical products, collaborating with cross-functional teams to optimize sale strategies and drive a 25% increase in product adoption, contributing to a total revenue increase of \$2M within the fiscal year.
- Established and nurtured relationships with over 50 key internal and external stakeholders, enhancing customer NPS scores by 20% through proactive engagement, personalized service, and tailored solutions.

**Polyplastic Industry, Gujarat, India**

Nov 2021 - August 2022

***National Leader, manufacturing 10K+ aesthetic and functional parts for leading automotive makers worldwide***

*Assistant Manager: Coating & ETP, Manufacturing Operation and Continuous Improvement*

- Developed and implemented lean manufacturing and TQM strategies for 2 different coating lines reducing production waste by 15% and improving efficiency by 13%, resulting in savings of ~\$1M annually.
- Led process and operational improvements for the zero liquid discharge plant, cutting water consumption costs by \$70K annually while ensuring regulatory compliance.
- Managed a team of 13 engineers and optimized workflows, leading to a 25% increase in team productivity and reducing turnover by 20%.

**Kohler, Gujarat, India & Europe (UK)**

Jan 2019 - Oct 2019

***High-tech premium faucet and toilet manufacturing company with revenue of \$8Bn+***

*Assistant Manager: Coating, Manufacturing Operation and Continuous Improvement.*

- Managed a \$6M manufacturing operation with 2 Coating lines and 1 PVD (Physical Vapor Deposition) line, overseeing a team of 11 and implementing process improvements that increased production efficiency by 18%, translating to annual cost savings of \$ and enhanced output quality.
- Led a comprehensive Lean Manufacturing initiative across India & Europe (UK Plant) that reduced production cycle time by 20% and minimized defects by 15%, leading to increased throughput and generating a combined additional \$1.8 M in annual revenue from improved operational capabilities.

**Atotech – MKS Inc, Gurugram, India**

June 2016 - Jan 2019

**Second-largest specialty chemical firm globally with annual revenue of \$1.5Bn+.**

*Product Specialist: Coating (Industrial & Electronics), Team lead, Sales/ Engineering Consulting*

*Product Support (Was promoted to Product Specialist within a year, only employee out of 70 to be given the promotion)*

- Successfully managed key global accounts from Spain, Japan, and China, leading strategic process improvement initiatives that achieved a 98% on-time delivery rate and reduced operational costs of client by 30%, resulting in annual savings of over \$750K for them.
- Conducted business index forecasting independently, analyzing past sales data, client relations and market trends to project revenue and client demand accurately, leading to decreased supply chain issues and timely delivery saving \$80K logistics fares for our company
- Strengthened client relationships through proactive communication and service enhancements, achieving a 40% increase in customer satisfaction ratings and a 20% boost in upsell and cross-sell opportunities across existing accounts.
- Collaborated with internal teams to streamline operations, resulting in a 25% reduction in lead times and improved responsiveness to client inquiries, significantly enhancing the overall customer experience.

#### **ADDITIONAL INFORMATION**

- Career Break – Voluntary Work (Nov 2019 – Oct 2021) Took on unpaid strategy advisory roles to explore career interests and gain practical experience in consulting & IT industries. Contributed to crafting innovative product strategies, including a pivotal project that helped JMS Infra secure a \$150K government project. Also, traveled extensively across various regions in India during this time to engage with people from diverse background, understand regional business dynamics, and build meaningful connections. These experiences provided unique insights into cultural nuances, problem-solving approaches, and effective communication across varied contexts.
- Chemical Process Engineer – Balaji Electroplaters (June 2015 - June 2016): Commissioned three coating lines for process improvements.
- Technical Skills: Risk, Sales Force CRM, Microsoft Office Suite, Asana.

#### **EDUCATION**

**Ivey Business School, Western University**

March 2024 - Present

*Candidate for Master of Business Administration (MBA), Graduation Date: 28-March-2025*

GMAT 700

- Richard Ivey Excellence Award, Merit Scholar
- Completed courses in B2B Sales & Marketing, B2C Marketing, Consumer Behavior, Digital Marketing Analytics, Decision Making Analytics, Strategy and Leadership, Negotiation - among others.
- Initiated and organized the first-ever U of T Rotman- Western Ivey- York Schulich- McGill Desautels- UBC Sauder inter-mixer networking event, bringing together over 300 participants from Canada's top 5 business schools.

**Bharti Vidyapeeth College of Engineering, Pune, India**

2010 -2015

**BTech, Chemical Engineering**

- VP Rotaract Club, Operations & Marketing

#### **INTERESTS**

- Passionate about innovative sales strategy and consumer behavior.
- Avid traveler with experience navigating diverse cultural and business environments.