

MAULIK PUNJ

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Executive Profile

Performance-driven sales and geospatial professional with blended experience in government-grade GIS (ArcGIS, Esri) and commercial trade execution for a leading consumer electronics OEM. Demonstrated ability to translate spatial intelligence into market strategy, manage cross-channel GTM for modern & general trade, and implement data-driven sales processes. Possesses foundational data science literacy (R, Python, C#), digital marketing acumen and practical experience in enterprise-grade geo-mapping projects with the Government of India. Seeking to transition into enterprise IT / SaaS / AI-enabled sales where spatial, analytics and commercial competencies drive scalable revenue.

Core Competencies

Strategic GTM & Channel Management • Key Account & Distributor Negotiation • Geospatial Analytics (ArcGIS, Esri) & Data Digitization • CRM-driven Pipeline Management & Predictive Lead Prioritization • Sales Enablement, POSM & Retail Activation • Stakeholder Management & Cross-functional Delivery • Business Analytics (R, Python, C#, Excel BI) • Project Management, Team Mentorship, Quality Assurance

Professional Experience

LG Electronics India Pvt. Ltd.

Territory Sales — Modern Trade (Mumbai)

2025 – Present

Territory Sales — General Trade (Pune)

2022 – 2024

- Transitioned from internship to field sales leadership across Pune and later Mumbai modern trade channels; accountable for territory GTM and channel P&L levers.
- Executed in-store product launches, merchandising, POSM placement, and retail activation programs that strengthened shelf presence and improved sell-through at partner counters.
- Owned distributor & retailer engagement, negotiated promotional mechanics, and aligned SSE operations to improve daily execution fidelity.
- Applied data-led insights (SKU movement, promotion ROI) to rationalize assortment and promotional cadence.
- Recognized for operational rigour across trade-to-modern transition and for rapid assimilation of channel analytics.

Marketing & Sales Internship — LG Electronics India Pvt. Ltd.*Marketing & Sales Intern*

May 2022 – Aug 2022

- Planned and hosted product launches across MT & MBOs; supported brand activations, POS execution and merchandising audits.
- Conducted counter visits to document customer behaviour, promotional efficacy and field execution gaps; presented improvement actions to SSEs and store managers.

Survey of India (Govt. of India) — Geospatial Division*GIS Engineer / Product Lead & Digitizer*

Jun 2020 – Jun 2021

- Managed state-level geo-mapping projects using ArcGIS (Esri) — data capture, feature extraction, digitization and geo-tagging of infrastructure and assets for government programs.
- Performed geospatial data validation, re-certification and quality assurance to meet statutory standards.
- Mentored junior staff on digitization workflows and spatial data governance; contributed to national cartography activities and map-quiz initiatives.

Aggregate GIS exposure (approx. 2 years) spans academic projects in 2017 and operational roles 2019–2021, combining domain knowledge with hands-on ArcGIS execution for government clients.

Education**MBA – Marketing & Digital Transformation**

2021 – 2023

Maharashtra Institute of Tech., World Peace University (MIT-WPU), Pune

- Merit Scholarship recipient (rank-holder).
- Specialized in Marketing, Digital Transformation, and Data Analytics.

B.Com – Business & Commerce Studies

2017 – 2020

Panjab University, Chandigarh

- Focused on Accounting, Corporate Finance, Business Mgmt. & Economics.
- Represented university at inter-state soccer tournaments.

ISC (Class XII), Commerce with Mathematics

2017

Strawberry Fields High School, Chandigarh

- Executive Board – Model United Nations (MUN, PDC).
- State-level Soccer & Athletics (Gold Medalist).

ICSE (Class X), Breadth

2015

Strawberry Fields High School, Chandigarh

- Graduated with distinction across all core subjects.
- National finalist – Junior Achievement Social Innovation Relay 2014 (3rd place).

Certifications

Google Digital Unlocked – Fundamentals of Digital Marketing • HarvardX – Data Science: R Basics • University of Michigan – Programming for Everybody (Pythonic Algorithmic Operations) • Macquarie University – Excel Skills for Business • CPD – Retail Management: Merchandising, Sales & Customer Communications

Technical Skills

ArcGIS/Esri Platform • Digitization & Geocoding Tools • MS Office (Advanced Excel) • Basic R & Python • CRM Systems (Salesforce/HubSpot) • POSM & Retail Audit Tools • Digital Campaign Management

Awards & Achievements

- MBA Merit Scholarship recipient (rank-holder).
- Junior Achievement Social Innovation Relay – 3rd Place (National Finals).
- Multiple Gold Medals in Athletics; Inter-state Soccer representation.
- Volunteer Educator, Hamari Kaksha – Tutored underprivileged children.

Executive Statement

A hybrid commercial professional who converts spatial intelligence into a go-to-market advantage. I combine frontline territory execution with government-grade geospatial competency and foundational analytics; prepared to drive enterprise IT and AI-enabled sales opportunities across government and private sectors.

Open to roles: Enterprise Account Executive, Solution Sales (Geo/Spatial SaaS), Sales Engineering (pre-sales + GTM), and Channel Leadership in data-centric technology firms.

Maulik Punj