



# Asitav Sen

Saffraanweg 53, Utrecht, 3541 SZ, The Netherlands

+31 617630188

[asen@mba18.rsm.nl](mailto:asen@mba18.rsm.nl)

## About Me

I am a Mensa certified high IQ (top 2% of the global population) individual. I bring in a blend of engineering, business perspective, innovation and commercial drive, aged in the mud of rice fields, the dust of coal mines and a classroom full of top international students. I have 9+ years of experience in establishing lesser known products in B2B market through sales strategy, sales enablement, marketing, pricing and distribution management.

## Education

### Master of Business Administration

[Rotterdam School of Management, Erasmus University, The Netherlands](#)

Advanced Marketing, Digital Strategy and choice architecture

JAN 2017 – MAR 2018

### Bachelor of Technology (Mechanical Engineering)

[National Institute of Technology Silchar, India](#)

Secured First Class. Instrumental in organizing several first-time events

JUL 2003 – JUN 2007

## Experience

Intern, Sales & Marketing / [Allego, The Netherlands](#)

*Allego is a leading provider of charging solution and EV cloud services in Europe*

FEB 2018 – MAR 2018

- Forecasted volume of electric commercial vehicles in Nordics and identified key players in value chain

Senior Manager, Sales & Marketing / [Tata Hitachi, Ranchi, India](#)

*Tata Hitachi is the largest manufacturer of Mining and Construction Equipment in India*

MAR 2015 – JUL 2016

- Implemented new business model to revive business in strategic market to improve market share of wheel loaders by 10% and exceed national average by 8%; collaborated with cross functional teams to revive confidence of customers
- Built the team and developed complete seller and aftersales ecosystem from scratch; started giving result in just 3 months

Manager, Sales & Marketing / [Tata Hitachi, Patna, India](#)

APR 2012 – FEB 2015

- Retained highest market share of backhoe loaders in India (15%), sold highest number in India for consecutive 4 years (worth € 19m, 80% of total revenue from equipment sale, in the territory)
- Negotiated new terms with financiers to reduce credit cycle of dealer by more than 30 days and working capital requirement by 30% during financial crisis situation
- Built annual business plan by analyzing market, forecasting and planning resources, finance and events

Assistant Manager, Sales & Marketing / [Tata Hitachi, Patna, India](#)

DEC 2009 – MAR 2012

- Proposed and executed strategy to capture new market and improve market share of backhoe loaders in territory, from 3% to 15%, highest in India
- Improved sales performance by capturing sales data, analyzing it and taking rectification steps
- Collected and analyzed market data to identify fresh opportunities

Territory Manager / [John Deere, Kolkata, India](#)

*John Deere is the largest manufacturer of Agricultural Equipment in the world*

JUL 2007 – NOV 2009

- Convinced management, took corrective measures and established 4 new exclusive dealers and sold tractors worth € 1 million

## Additional Experience

- Consulting for 2 startups in The Netherlands (2017- present)
- Regional Finalist (Dubai) in Hult Prize (2017)
- Volunteered for Seva-Setu to reduce infant mortality rate by counselling (2013 – 2015)
- Led and completed Chadar Trek - wildest trek on Earth (2014)
- Founded Bihar Photography, most active online forum for photographers in Bihar, India (2011)

## Awards

- Runner-up in Regional Mathematics Olympiad
- Awarded twice by Govt. of India for performance in Youth Parliament

## Nationality

Indian

## Languages

English, Hindi, Bengali and Assamese