Ashok Kulkarni

Co-founder, BEtS

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Ashok Kulkarni is an enterprising leader and planner with 25+ years of diverse experience across P&L, Operations, Sales & Marketing, Business Development, and Channel & Regional Management. His professional journey is marked by strategic roles in the Electrical Equipment Manufacturing industry, consistently driving growth, efficiency, and profitability.

Ashok is recognized for operational restructuring, vertical business development, and consistently delivering profitable growth with a focus on cash flow, cost optimization, and EBITDA enhancement.

Professional Training

Leading a Global Organization

Management Development Program, IIM Ahmedabad

Industry Connect

IEEMA RM Div Chairman (2 Years)

ELROMA 2017 and 2021
(International Conferences OC Chairman)

Professional Experience

Business Head PnL,
(Head of SBU of Large Indian MNC, 4 years)

Business Development Head,(3 years)

Regional Sales & Marketing Operations
(West Region, of Large Indian MNC, 2 years)

All India Marketing Head (Capital Goods BU 3 years + Consumer Product BU, 4 years)

Every organization aspires to achieve
"Sustainable Profitable Growth."

However, even in favorable business environments, many companies continue to face the challenge of balancing uncertainty and stability. Leading indicators of this struggle include:

- Inconsistent and unpredictable growth
- Fluctuating and thin profit margins
- Operational inefficiencies

Vital reasons for these facts are :

- Inadequate business acumen
- Weak financial governance and frameworks
- A disregard for proven management practices
- Poor adherence to established systems

Contribution to the Industry

Transformation of an Auto (Farm Equipment) OEM
Achieved strong growth in revenue and in turn improved profit margins from negative to 15% by:

- Institutionalization of CRM process
Implementing budgeting, monthly review system to enhance predictability

Transformation of a service industry:
Enhanced functions and systems of an unorganized industry through:

- Training and Implementing lead stroke enquiry management system
- Changing approach from self-centric to customer centric
- Setting up future proof system

Strategic Management Culture in a Large Indian MNC
Capacity & capability matrix development for capital goods vendors through:

- Developed techno commercial framework & training/skill development on application engineering