Ritik Pawar

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SUMMARY

Territory Sales professional with ~2 years of experience in merchant acquisition, onboarding, and retention across assigned territories. Proven in building strong merchant relationships, executing GTM strategies, and driving adoption of digital payment solutions. Experienced in KPI tracking, sales reporting, and managing front-line sales teams through training and coaching to achieve targets. Strong field execution, competitive analysis, and data-driven sales approach.

EXPERIENCE

Territory Sales Manager, Phonepe

Jan 2026 - Present, Pune

- Built strong merchant relationships to position PhonePe as the preferred digital payment partner.
- Acquired and onboarded merchants onto the PhonePe platform across assigned territory.
- Monitored sales KPIs and conducted performance reviews to drive target achievement.
- Trained and coached front-line sales team to improve productivity and conversion.
- Analyzed sales and merchant data to optimize acquisition quality and efficiency.
- Addressed merchant concerns through regular visits to improve retention and engagement.
- Managed retention and performance of the front-line sales team.
- Tracked competitor activities and adjusted sales strategies accordingly.
- Maintained daily sales and KPI reports for territory performance tracking.

Growth Executive, Pincode (Phonepe)

June 2024 - Dec 2025, Pune

- Strategic Key Account Management driving long-term client value
- Business Development & Sales with strong revenue focus
- GTM strategy planning and execution
- Expertise in Hunting new clients and farming existing accounts
- Cross-functional Team Management and leadership
- End-to-end Catalogue and Product Lifecycle Management

Sales Intern

Vishwasya Technologies Pvt. Ltd. **May 2023 - Sep 2023, Pune**

- Strategic Key Account Management driving long-term client value
- Outbound Sales and B2B Sales
- Revenue generation and Business development
- Client acquisition and Lead generation
- Negotiation skills and Closing deals
- Sales targets and Territory management
- Cold calling and Product knowledge

Operation Management Trainee

Housewise **May 2022 - Aug 2022, Indore**

- Cold calling and Product knowledge
- Operations Management
- Rent agreement services and Lead conversions
- Cold calling and Product knowledge
- Negotiation skills and Closing deals

EDUCATION

Master of Business Administration - MBA, Marketing
Global Business School & Research Centre • Pune • May 2024

BSc. Biotechnology
Minor in Computer Science • IPS ACADEMY • Indore • May 2022

CERTIFICATIONS

Applied Scrum for Agile Project Management
University System of Maryland • 2023

AI for Everyone: Master the Basics
IBM • 2023

Introduction to Cloud Computing
IBM • 2023

Marketing Innovative Products and Services
University System of Maryland • 2023

Managing Conflicts on Programs and Projects with Cultural and Emotional Intelligence
University System of Maryland • 2023

Introduction to Cybersecurity
Cisco Networking Academy • 2023

Business Analysis & Process Management
Coursera • 2023

SKILLS

- Key Account Management
- GTM Strategies
- Analytical and Negotiation Skill
- Computational Skills: Basics of C and C++, MS Office and Excel
- Languages: English and Hindi