

# SHUBHAM PANCHOLI

BUSINESS DEVELOPMENT | PARTNERSHIPS | SPORTS & STARTUPS

I BUILD PARTNERSHIPS AND LAUNCH GROWTH INITIATIVES IN SPORTS AND STARTUP ENVIRONMENTS.

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## ABOUT

Business development and partnerships professional with 8+ years of experience across sports, education, and renewable energy sectors.

Specialized in sponsorship sales, strategic partnerships, and launching initiatives from concept to execution.

Proven track record of generating revenue and building partnerships in fast-paced environments.

Experience working directly with founders and decision-makers.

Known for identifying opportunities and turning ideas into structured projects.

## PROFESSIONAL EXPERIENCE

### Business Development & Partnerships Lead

Ah Padel India Pvt. Ltd. | Jan 2026 - Present

Leading partnership and growth initiatives for padel expansion.

- Identified growth opportunities within emerging sports market
- Built sponsorship and partnership pipeline for tournaments and initiatives
- Developed relationships with brands and sports partners
- Identified and onboarded new club partners and business opportunities
- Created sponsorship proposals and partnership pitches
- Executed expansion through strategic collaborations
- Managed partner communication and deal negotiations

### Sports Strategy Consultant

Atlanture Sports Pvt. Ltd. | 2024 - 2025

Worked on development and launch of multi-sport initiatives.

- Defined strategic roadmap for league development
- Built and launched a multi-sport league from concept to execution
- Designed league structure and operational model
- Led sponsorship partnerships and brand collaborations
- Developed revenue and growth strategy
- Managed operations and partner relationships
- Designed and delivered sports management academic program

### Director - Sales

Avighna Renewables Pvt. Ltd. | 2021 - 2023

- Developed long-term sales growth strategy
- Built sales operations from scratch and defined growth strategy
- Generated ₹1Cr+ revenue
- Negotiated supplier and partner agreements
- Built and led high-performance sales team
- Developed client acquisition strategies

### Business Development Manager

BYJU'S | 2019 - 2021

- Led team of 16 sales professionals
- Achieved ₹80L+ biweekly sales targets
- Managed customer acquisition campaigns
- Mentored and trained team members
- Maintained strong client retention

### Business Development Executive

Macayla India Pvt. Ltd. | 2016 - 2019

- Generated leads and converted new clients
- Conducted client meetings and presentations
- Built relationships with corporate clients
- Executed business growth initiatives

## KEY ACHIEVEMENTS

- Generated ₹1Cr+ revenue through partnerships and sales
- Led teams of up to 16 members
- Built and launched new sports initiatives
- Secured sponsorship partnerships
- Delivered national-level sports events

## EDUCATION

- Sports Management | Gold Medalist  
Jio Institute  
2023-2024
- Bachelor of Technology | Distinction  
Rajasthan Technical University  
2012-2016

## SKILLS

- Business Development
- Partnerships
- Sponsorship Sales
- Negotiation
- Strategic Planning
- Event Strategy
- Team Leadership
- CRM Tools

## SELECTED PROJECTS

### Sports Tournaments

- Organized competitive sports tournaments
- Managed sponsors and partnerships
- Coordinated with clubs and players
- Designed tournament formats

### Multi-Sport League

- Built league structure and business model
- Designed operational systems
- Developed sponsorship strategy
- Led execution planning