





ATUL HARIDAS GEDAM

Senior Agriculture & Marketing Executive

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EXECUTIVE SUMMARY

Dynamic Agriculture & Marketing Professional with **12+ years** of comprehensive experience spanning field operations, academic leadership, and business development. Proven track record in scaling district-wide operations, managing multi-crore seed inventories, and driving revenue growth through strategic dealer network management. Expert in seed production, government liaison, and team leadership with strong academic credentials (M.Sc. Agriculture + MBA Marketing).

Core Value Proposition: Bridging the gap between agricultural innovation and commercial success through data-driven strategies and stakeholder management.

KEY ACHIEVEMENTS

Business Impact:

- **Managed district-wide dealer network** generating multi-crore revenue through strategic advance booking systems
- **Led seed production operations** across 8+ crop varieties including paddy, wheat, sorghum, and pulses
- **Secured government contracts** worth multi-crores under NFSM, RKVY, and SVS schemes
- **Achieved 95%+ recovery rate** on after-sales invoicing and bill collections

Operational Excellence:

- **Supervised cross-functional teams** including marketing staff and district warehouse operations
- **Implemented inventory management systems** reducing wastage and improving supply chain efficiency
- **Conducted 100+ farmer field demonstrations** driving product adoption and market penetration

Academic Leadership:

- **Mentored 500+ students** in Agriculture Botany, Genetics, and Plant Breeding over 4+ years
- **Developed curriculum** for Plant Biotechnology and Seed Technology programs
- **Published research** in peer-reviewed agricultural journals

PROFESSIONAL EXPERIENCE

AGRICULTURE FIELD OFFICER

Mahabeej

Sep 2016 – Jun 2022

Strategic Marketing & Business Development

Spearheaded district-wide dealer network management, orchestrating pre-season advance booking strategies that secured consistent revenue streams. Executed comprehensive marketing campaigns and field demonstrations, resulting in enhanced farmer engagement and product adoption.

Government Relations & Contract Management

Secured and managed government contracts for seed and biofertilizer supply under national schemes (NFSM, RKVY, SVS). Established strategic partnerships with Agriculture Department and Animal Husbandry offices across the district.

Operations & Team Leadership

Supervised seed inventory management systems handling multi-crore stock values. Led cross-functional teams including marketing personnel and warehouse staff. Maintained comprehensive financial records and performance analytics.

ASSISTANT PROFESSOR

Bajaj College of Agriculture, Wardha

Feb 2011 – Jul 2015

Academic Leadership & Curriculum Development

Delivered advanced courses in Genetics, Plant Breeding, Plant Physiology, Seed Technology, and Plant Biotechnology. Designed practical training modules combining theoretical knowledge with hands-on field experience.

Research & Innovation

Conducted applied research in plant breeding and seed technology with focus on commercial applications. Supervised student research projects contributing to agricultural innovation.

TECHNICAL OFFICER I

Ankur Seeds

Jul 2010 – Feb 2011

Supported senior plant breeders in pigeon pea crop development programs. Conducted field trials and data analysis for variety improvement initiatives. Gained exposure to commercial seed development processes and quality control.

EDUCATIONAL CREDENTIALS

Master of Science (M.Sc.) – Agriculture **First Class (7.68/10 CGPA)** 2010

Marathwada Agriculture University

Master of Business Administration (MBA) – Marketing **Second Class (58%)** 2014

RTM Nagpur University

Bachelor of Science (B.Sc.) – Agriculture **First Class (7.72/10 CGPA)** 2007

PDKV Akola University

CORE COMPETENCIES

Business & Strategy

Revenue Management & P&L

Dealer Network Development

Government Relations

Supply Chain Management

Market Growth Strategies

Technical Expertise

Seed Production & QA

Crop Management

Plant Breeding

Regulatory Compliance

Data Analysis & Reporting

Leadership & Management

Team Leadership

Stakeholder Management

Performance Management


Strategic Planning

Crisis Management

PROFESSIONAL REFERENCES


Dr. Rahul Ghadge


Subject Matter Specialist
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Mr. Arvind Sonone

Regional Manager
Mahabeej

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ADDITIONAL INFORMATION

Languages: English, Hindi, Marathi (Native)

Availability: Immediate / 30 days notice period

Willing to relocate: Yes, across India

Travel: Comfortable with extensive travel requirements

"Committed to driving agricultural innovation through strategic business leadership and operational excellence"