



## Atul Patel

### 10 Years 3 Months Overall Experience

Growth-focused entrepreneur and angel investor with 10+ years of experience building startup ecosystems, scaling e-commerce ventures, and executing cross-border trade. Founded and scaled a B2C business to \$1M+ sales in 12 months; built a 550+ member angel network enabling early-stage funding and closing key pre-Series A deals (e.g., Settlin, Liger Mobility). Drove \$2M+ B2B revenue through strategic partnerships with Amazon, Pubmatic, and Netskope. Currently pursuing an MBA at IIM Indore while serving as Batch Treasurer.

## Industry

Consumer Electronics

Private Equity and Angel Investment

## Functional Areas

Vendor Management

Entrepreneurship & New Venture Creation

Sales & Business Development

Cross-border Operations & Supply Chain

Startup Ecosystem & Community Building

Strategic Partnerships & Alliances

E-commerce Growth

Go to Market Strategies

## Education

**Indian Institute of Management, Indore**

**Masters of Business Administration**

2025-26

**Aston University, UK**

**MSc. In International Business**

2013-14

**KIIT School of Law, KIIT University**

**B.B.A.LL.B (Intellectual Property Hons.)**

2008-13

## Certification

**CSPO, Scrum Alliance**

**Prioritized backlogs and drove agile cycles**

2025

**Lean Six Sigma Green Belt, KPMG**

**Applied the DMAIC methodology to enhance processes and reduce defects**

2025

**Google Data Analytics Professional Certificate, Coursera**

**Mastered data analysis and visualisation using excel and SQL for informed decision making.**

2025

**Private Equity & Venture Capital – Bocconi**

**Completed online program by Università Bocconi on VC & PE fundamentals.**

2023

**Salesforce: Sales & CRM Overview**

**Trained in Salesforce CRM features, lead tracking, and pipeline optimization.**

2022

## Accomplishment

**Startup Deal Facilitator, 2023**

**Facilitated successful pre-Series A rounds for Settlin (\$12.5M) and Liger Mobility (\$10M).**

**Venture Ecosystem Contributor, 2023**

**Featured on CNBC-TV18 and Startuptalky for angel investing and startup mentorship contributions.**

**Amazon Performance Awardee, 2020 and 2021**

**Won Amazon's "Sales ka Baadshah" for category-leading revenue growth two years in a row.**

## E-commerce Scale Champion, 2020

Achieved \$1M+ in B2C sales within 12 months through Amazon India and D2C channels.

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## Experience



### Investomonk India Private Limited

1 Year 8 Months

Co-Founder

Aug' 23 - Mar' 25

- Built and scaled an angel investor network of **550+ HNIs and professionals**, driving early-stage funding and fostering a vibrant startup ecosystem.
- Facilitated **pre-Series A fundraising** for high-growth startups like **Settlin (\$12.5M)** and **Liger Mobility (\$10M)**, strengthening founder-investor pipelines.
- Led **strategic partnerships** with accelerators, VCs, and incubators; organized **pitch days, AMA sessions**, and curated deal flow for investor engagement.
- **Featured on CNBC-TV18, Startuptalky**, and other media outlets for contributions to India's startup and angel investing landscape.



### Techati India Private Limited

4 Years 4 Months

Director, Sales and Business Development

Apr' 19 - Aug' 23

- **Directed cross-border import operations** of consumer electronics from the US, Singapore, and Hong Kong, managing end-to-end logistics, vendor coordination, customs clearance, and **BIS compliance**
- **Structured and executed supply chain strategy**, reducing order-to-delivery cycle by **15%** through optimized warehousing, freight partnerships, and inventory planning
- **Oversaw financial operations**, including **import duty payments, GST input tracking**, monthly filings, and vendor settlements; ensured compliance with Indian tax laws and regulatory bodies
- **Scaled India operations** for HYPER Products Inc., driving **\$2M+ in B2B sales** through strategic partnerships with **Amazon, Pubmatic, Netskope, and MPL Gaming**
- **Led channel expansion and GTM planning** for online and offline distribution, securing **\$110K+ in retail contracts** with Apple and Croma through **data-driven sales pitches**
- **Managed 20+ client accounts** and structured **consultative sales cycles**, resulting in **120% YoY revenue growth** between 2021-2023 and **\$800K+ in FY23 annual revenue**

- **Directed statutory accounting**, GST reconciliation, **TDS compliance**, and MCA filings; built SOPs across functions and **hired/trained cross-functional teams**
- **Led the end-to-end product development and launch** of Techati's D2C platform ([www.techati.com](http://www.techati.com)), overseeing **Shopify build**, payment gateway integration, shipping APIs, and SKU catalog setup
- **Owned the product roadmap**, UX design, and **go-to-market execution**; implemented landing page optimization and analytics to drive **user engagement and conversion improvements**



### M/s. Active Trade International

1 Years 9 Months

**Founder**

Jul' 17 - Apr' 19

- **Founded and scaled a B2C e-commerce business**, achieving **\$1M+ in sales within 12 months** by importing consumer electronics and leveraging **Amazon advertising**, D2C platforms, and online GTM strategies
- **Handled sourcing, operations, sales, compliance, and finance**, building a **lean and self-sufficient operation** from the ground up
- **Spearheaded global procurement and inbound logistics**, importing high-demand electronics into India and managing **supplier relationships** across the US, HK, and Singapore
- **Managed GST filings**, bookkeeping, **FX payments**, vendor remittances, and internal audits as sole proprietor; ensured **full statutory compliance** and **tax optimization**
- **Led digital marketing and growth strategy** across Amazon India and marketplaces; deployed **\$198K+ in Amazon ad spend** to generate **\$1.3M+ in attributable revenue**
- **Built and led a 7-member team**, setting performance goals, designing **incentive systems**, and driving a **culture of accountability and growth**
- **Developed pricing, warehousing, and last-mile delivery strategy**, achieving **profitable unit economics** in a price-sensitive market
- **Managed full P&L responsibility**, including working capital, **vendor terms**, and **payment cycles**, to position business for hybrid **B2B + B2C scale**



### Mediking Healthcare Private Limited

2 years 6 Months

**Corporate Sales Manager**

Dec' 14 - Jun' 17

- Directed a **10-member team**, surpassing revenue targets and generating **\$680K+ in annual sales**
- Spearheaded the sales cycle, from prospecting to lead qualification to deal negotiation and **closed with 12 major hospitals and 15+ procurement managers**