

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**), 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**