

Pratik GAIKWAD

Date of Birth:

3rd October 1989

Nationality:

Indian



Objective: Seeking internship opportunity in Wine and Spirits industry to strongly deepen my professional skills.



6 Allée Roquetaillade,
Gradignan, 33170



pratik.gaikwad@kedgebs.com



+33 767116301



<https://www.linkedin.com/in/pratik-gaikwad-70783229/>



<https://join.skype.com/invite/dbxgXFnBYAQf>

Languages

English – Fluent ●●●●●●
French- Basic ●●●●●●
German- Basic ●●●●●●
Hindi &
Marathi – Native ●●●●●●

Interests

Wine- Visiting Chateaus, Distilleries, Degustation, afterwork wine events, trade shows and fairs. Chateau, winery, distillery documentary video storytelling.

PROFESSIONAL SUMMARY:

- Sales & marketing professional with 2.5 years expertise in new market development in a complex multi-level business environment and international organizations in Wine and Spirits, Food and Beverages industry.
- Developed new brand building strategies for premium wines from the Rhone and Languedoc region.
- Built a structured recommendation for challenges in digital marketing for top Cognac brand- Rémy Martin.

WORK EXPERIENCE:

Projects completed as a part of training:

Sep 2018- Mar 2019

KEDGE Business School

Bordeaux, France

- Wine sales negotiation role play, Brazil spirits industry report
- Market analysis of Russia for Armagnac and provided innovative solutions for rejuvenating Armagnac brand
- Evaluated role for Cognac house Rémy Martin's international brand ambassadors and proposed strategies for improving consumer-brand relationship
- Supply chain management- Sake brewery distribution strategy analysis
- Website design & social media campaign brief for a wine merchant
- Armagnac house investment report, wine trade exhibition participation planning for a wine estate
- Cooperage management – market trends

PROFESSIONAL EXPERIENCE:

BDN & CO

Sept 2018- Mar 2019

Export Research Assistant

Avignon, France

- Conducted market research for South Korea
- Implemented a brand building strategy for premium wine from Rhone, Languedoc region.
- Determined export price structure, mark-ups, partner profiling weighing tools.
- Scheduled and organized trade missions in South Korea

Intellectual Research Services PVT LTD

May 2017- Aug 2018

Data Quality Analyst

Pune, India

- Maintained statistical database on different parameters (performance indicators) and generated deliverable form of relevant reports.

Intellectual Research Services PVT LTD

May 2016-Apr 2017

Market research analyst

Pune, India

- Created market research reports on specific products and markets.

EDUCATION:

Masters in Wine and Spirits Management (MVS)

Since Sept 2018

Kedge Business School

Bordeaux, France

Masters of Science in Food Safety and Control

Sept 2011- Jul 2012

London South Bank University

London, United Kingdom

Bachelor of Science in Microbiology

Jun 2007- Apr 2010

Pune University

Pune, India

CERTIFICATIONS:

- My E- Remy Martin Cognac Training Portal Diploma (Jan 2019)
- WSET Level 3 in Progress (Awaiting Results)
- Level 4 Award in Food Safety Management for Manufacturing (Mar 2012)
- Level 4 Award in HACCP Management for Food Manufacturing (Dec 2011)