



Akash Pattanshetti

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Summary

Strategic business and operations leader with 5+ years of experience directing growth, digital transformation, and commercial excellence across a **₹1,000+ Cr retail portfolio**. Proven track record of executing **data-driven GTM strategies**, turning around complex networks, and aligning cross-functional stakeholders to deliver multi-crore outcomes.

Professional Experience

Senior Sales Officer - Retail | Hindustan Petroleum Corporation Limited | Udupi, Karnataka

Oct 2023- Mar 2026

- Directed a **₹1,000+ Cr retail portfolio** and sustained **9,000+ KL monthly throughput** across 74 outlets by driving channel partner alignment and instituting rigorous commercial performance monitoring.
- Spearheaded digital transformation, achieving **90% network activation** for the Integrated Transaction Processing System and elevating digital payment conversions **from 35% to 56%** through change-management and incentive alignment.
- Captured **4.26% market share (₹96 Cr revenue)** via data-driven penetration strategies, and secured **9 enterprise accounts (₹60 Cr revenue)** by executing a targeted B2B Go-To-Market (GTM) plan and leading complex commercial negotiations.
- Delivered **~₹200 Cr incremental revenue** and elevated district market position from 3rd to 2nd by directing the end-to-end launch of 24 retail outlets and issuing 35+ Letters of Intent based on **competitive gap analysis**.
- Maximized portfolio profitability by sustaining the zone's **highest premium fuel conversion (9.8%)** and executing an asset-monetization strategy to generate **₹20+ Lakh** in Non-Fuel Revenue via commercial leasing and strategic partnerships.
- Pioneered HPCL's transition to data-driven retail planning as part of a 5-member pilot team, directing the first-ever regional rollout of the **Kalibrate Location Intelligence platform**.
- Accelerated HPCL's clean-energy transition and **ESG roadmap**, achieving **95% network solarization** and deploying alternative fuel infrastructure across 25 locations (14 CNG, 11 EV charging stations).
- Improved **liquidity by 85% (₹12 Cr)** and reduced corporate credit exposure by aligning banks, NBFCs, and channel partners to scale electronic dealer funding adoption **from 15% to 75%**.
- Ensured seamless operational compliance and resolved critical regulatory bottlenecks by representing three PSU oil companies as **District Level Coordinator**, spearheading industry-government relations with the district administration.

Sales Officer - Retail | Bagalkot, Karnataka

Sep 2020- Oct 2023

- Drove **30% topline growth** across 35+ outlets by spearheading a **₹7+ Cr capex modernization program**, aligning engineering and vendor teams to resolve critical infrastructure gaps.
- Optimized inventory management and achieved **90% forecast accuracy** by leading **data-driven demand planning**, analysing historical consumption patterns, regional seasonality, and market spikes.
- Generated **₹3+ Cr in annual revenue** and achieved a region-leading **12% CAGR in lubricant sales** by executing a service-led expansion across 26 outlets and deploying performance-linked channel incentives.
- Sustained a **zero-incident record** and enforced **100% statutory compliance** across 70+ outlets by standardizing operating procedures, conducting quarterly audits, and directing capability-building for 600+ frontline associates.
- Institutionalized **100% SOP adherence** and **98% system uptime** by achieving network-wide automation, overcoming dealer resistance through strategic change management and cross-functional alignment.

Education

Bachelor of Technology, Mechanical Engineering – National Institute of Technology Karnataka | Surathkal

2016-20

Accomplishments and Awards

- HP Outstanding Achiever Award (FY 2024-25):** Received HPCL's **highest corporate honour** from the CMD for excellence in revenue growth, stakeholder management, and retail transformation.
- Best Performance Awards in Premium Fuel & Lubricants (FY 2023-25):** Honoured by the Executive Director for delivering the South Western Zone's **highest premium fuel conversion** and lubricant sales volumes.
- Best Sales Officer Award (FY 2024-25):** Recognized by the General Manager- South Western Zone for **outstanding sales performance**, proactive dealer engagement and consistent business results.