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Mobile: +91 xxxx • E-Mail: xxxxxxxxxxxx

Collaborative Executive Leader, Business Partner & Solutions Manager

Specialties In: Strategy Roadmaps, Operational Excellence, Change Management and Process Reengineering

– Superior ROI through focused leadership for development / investment opportunities –

- Global Operations

- Flexible Solutions

- Multi-cultural Exposure

- New Revenue Streams



Highly accomplished, results-driven top notch leader with more than 15 years of progressive experience in strategic & projects and operational excellence in global multi-million dollar organizations in diverse industries. Currently working with Hindustan Coca-Cola Beverages Pvt. Ltd. as National Manager – Governance DMO, PMO, CMO, RM. Demonstrated excellence in driving strategic vision as executive team member and collaborator; produced strategies & business roadmaps to improve client service levels, maximize capital expense ROI and control costs. Key Driver of Change Management Processes that were successfully implemented for reasons as diverse as streamlining operations, building employee morale, controlling attrition and building teams. Deft in turning around underperforming business and enhancing the value of operating business units through process improvements focused on best practice identification, technical solutions and implementation. Fast-tracked through roles demanding technical and management capabilities; valued contributor to key strategic improvements and highly successful new set ups. The stints across diverse geographies and diverse business environments have honed abilities in identifying potential improvement opportunities and deconstructing complex situations.

MANAGEMENT OUTLINE

Effective and accountable in high-profile executive roles: Overcome complex business challenges and make high-stakes decisions using experience-backed judgment, strong work ethic and irreproachable integrity

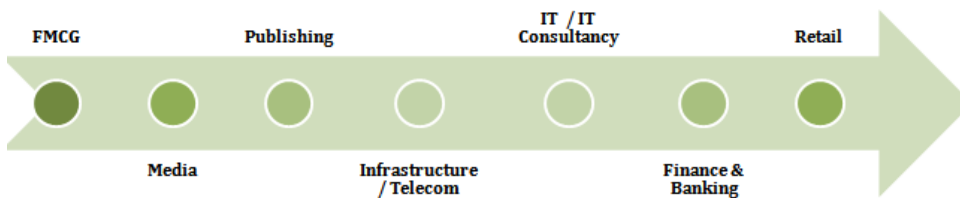
Corporate strategy & development specialist: Characterized as a visionary, strategist & tactician. Consistent record of delivering results in growth, revenue, operational performance, and profitability

Respect and leverage human capital: Motivating, mentoring and leading talented professionals. Living the culture and leading by example

Strong orientations in operations: Participating in high level operational initiatives, including process reengineering & improvements, turnaround management, and reorganization

- Business Roadmaps
- Strategy / Policy Formulation
- Start-up / Turnaround Management
- ROI Accountability
- Consulting & Advisory Services
- Business Transformation
- Service Delivery
- Program Management
- IT Governance & Operations
- Technology Solutions
- Strategic Alliances
- Process Reengineering / Excellence
- Mergers & Acquisitions
- ITIL, BSC & OE Methodologies
- Data Architecture and Warehousing
- Financial Control & Leadership
- Change Management
- Global Operational Effectiveness
- Stakeholder Management
- Team Management/Trainings

Domain Expertise:



CAREER CONTOUR

Since Feb'14: Hindustan Coca-Cola Beverages Pvt. Ltd.

Growth Path:

- Feb'14-Oct'14 Project Manager – SAP Cokeone+
- Oct'14-Jun'15 National Manager - Governance DM
- Jun'15-Sep'16 National Manager – Governance DMO, PMO
- Sep'16-Mar'17 National Manager – Governance DMO, PMO, CMO
- Mar'17-Till Date National Manager – Governance DMO, PMO, CMO, RM

Selected to drive strategic vision as Executive Team Member & Collaborator; produced strategies to improve client service levels, maximize capital expense ROI and control costs. Managed large-scale client programs focused on business growth, technology advancement and process improvement.

- Played a key role in setting up and stabilizing governance for multi-disciplinary demand, program, change and release management functions for India and South East Asia viz. team structure & role definition, delivery methodology, vendor & tool management, compliance, reporting and performance measurement and metrics till end-to-end solution delivery
- Deftly established the practice of breaking silos and developed a common platform of interaction entailing e-mails & reports or informal information and brain storming sessions
- Entrusted with additional responsibilities year-on-year, due to excellent track record for service delivery i.e. achieved with limited resources
- Was applauded for various initiatives taken to up-skill the IT team, increasing team cohesiveness & team work, setting up a committee focusing on bringing fun to work; *got 35 members trained in Project Management*
- Trained on Six Sigma Black Belt and BSC Q4 Models; *championed the same to business and vendors alike*
- Successfully introduced:
 - Team to various best practices like Risk Register, Integrated Project Plan, Consolidated Project Template, Release Methodology, Consequence Management, Standard TCO Methodology and so on
 - Process revisions and SLAs to increase operational efficiency and responsiveness to internal customers
 - Concept of resource management, capacity utilization, RACIs, whitelists and ROI
 - Co-development model of code implementation as a cost saving initiative
- Skilfully implemented a transaction-cost model vital for increasing performance and guiding IT system/AMS consolidation
- Played a key role in directing the implementation of programs containing major multimillion projects such as SFA, SFDC, TAT, GST, Infrastructure Cloud Migration, Intranet portal, SuccessFactors, KRONOS and RGM to align with global company standards and strategy
- Monitored the collection & maintenance of records / documentation of the various stages of the program; *liaised with other managers to ensure effective and efficient program delivery, through a continuous process improvement methodology*
- Designed a structured change management implementation strategy in order to maintain consistency in adoption of change throughout the organisation

May'13-Jan'14: Zee Media, Mumbai as Senior Manager – International Business

Overcome complex business challenges and make high-stakes decisions using experience-backed judgment, strong work ethic and irreproachable integrity. Drove new business through key accounts and establishing strategic partnerships to increase revenues through business plan, pricing strategy & model, product structuring, brand pitch and marketing initiatives.

- Instrumental in conducting market research and feasibility analysis for setting up medical tourism, tourism & airline advertising business channels for all TV channels (in all languages) of the ZEE International Business across Africa, Middle East, Europe and North America territories
- Efficiently & effectively met the stakeholders for establishing business plans and pricing strategy and model
- Handpicked by VP to transform the business's direct marketing department into a high performance marketing/sales operation by designing and employing disciplined CRM approach

Sep'11-Apr'13: Consultancy Firm, Mumbai as Business Consultant – Start-ups Operations and Troubleshooting

Take-charge Leader / Consultant who quickly overcomes profit & growth challenges; leveraging entrepreneurial drive and market acumen for success in new-market ventures and tech firms. Produced record-breaking achievements throughout tenure marked by high turnover and cutthroat competition.

- Significant contributions towards establishing three start-ups (Marriage Website (New York), Book Shop (New York) and Old Age Home (India)); administered throughout all the stages of conceptualization & implementation, from business plan, product & pricing strategy and brand positioning, setting up of their website & policies and so on
- Dexterously coordinated e-commerce site implementation efforts amongst internal staff, consulting services, and facilities team; *culminated in successful and under budget launch (marriage website)*

Apr'05-Feb'10: Thomson Reuters, London, UK

Growth Path:

Apr'05-Feb'06 Customer Operations Specialist: Projects
Mar'06-Jun'07 Marketing Analytics: Marketing Data Analyst
Jun'07-Feb'10 Marketing Analytics: Marketing Data Manager EMEA

Shouldered responsibilities as Marketing Analytics; conceptualized & implemented competitive strategies for generating sales, developing and expanding market share towards the achievement of revenue & profitability targets. Held responsible for overall data management strategy, planning & development, with the goal of improving the support of demand generation across multiple routes to market / multiple languages across Europe, Middle East, Africa and Asia.

- Recipient of award for exceptional contribution & performance in a Sarbanes Oxley related project - developed Sarbanes – Oxley compliance process documentation for data diagnosis for the company
- Utilized marketing databases across nine varied business units, with a view to providing an E2E integrated marketing operations data solutions, for a business with an average annual profit of £315 m
- Pivotal in administering the department through 3 company and departmental re-organizations over the years
- Developed excel repositories & reports obsolete; *re-evaluated, & re-organised all marketing systems within the business – removed, replaced and modified existing systems according to changed business requirements, introduced new systems where necessary*

- Slashed down ETL times from 5 days to 24 hours; *reduced data and systems acquisition costs through efficient negotiations and supplier research by 20%; marketing promotional costs by 40%*
- Essayed a crucial role in enhancing operational efficiency by increasing communication within systems, executing multiple systems-wide data cleaning & re-segmentation exercise, and introducing common denominators of performance evaluation
- Adjudged as Key Contributor, Information Source & Validator in various system rollouts in the company including SIEBEL, 3 major SAP upgrades, Project Systems Implementations and other Bespoke System Rollouts
- Deftly rewrote data privacy and protection messaging on all marketing collateral; led the legal, marketing and HR team to develop effective corporate / internet data security policy, thereby reducing vendor investment and customer liability costs
- Functioned as Core Team Member of Systems & Process Specialists, worked on three restructurings within the company including the Thomson merger with Reuters and selling of a major business within Thomson Reuters (GEE)
- Pivotal in introducing a new prospect and customer segmentation structure across the whole business operations - identified viable vertical segments, which improved the quality of targeted messaging for direct marketing
- Steered initiatives towards creating standardized data and analytics tools & methodologies for reporting marketing and data effectiveness; identified & evaluated new and existing target markets using analytics
- Dexterously collaborated in the development of the company's internet by conceptualizing multi-dimensional and drill down views and analysis based on fundamental customer, product, employee and sales territory information
- Devised the online functionality in troubleshooting, account activation, ordering and bill payment

Apr'04-Dec'04: ARRB Transport Research, Melbourne, Australia as Business Manager: Technology Group - Australia and New Zealand

Managed complete business operations with accountability for profitability; turned around business unit with rapid attention to key targets for consulting services; managed and ensured achievement of high-margin revenue. Held accountable for offering a customized solution tailored specific to a clients' needs, through client proposals contract negotiations, from a product portfolio ranging from 10,000\$AUD – 300,000\$AUD.

- Attained sales targets across all the regions of Australia and New Zealand
- Distinction of being felicitated by the company for negotiating the fastest contract over \$AUD 250K (\$USD 260K)
- Efficiently increased market penetration by 20% by developing several strategic partnerships
- Designed & instituted the regional marketing & sales strategy: *convinced senior management to enter a previously untapped market segment, which led to an increase in sales by 15%*

PAST EMPLOYMENTS

Mar'03-Apr'04: Telstra, Melbourne, Australia as Senior Customer Operations Specialist

Managed escalations in the B2C systems implementation and support of Satellite TV (paid TV) services in rural Australia, a new joint venture between the government and Telstra

Mar'02-Mar'03: 1410 Communications, Melbourne, Australia (IT Industry) as Business Development Executive

Ramped up market penetration by 9% through effective planning and rigorous implementation of marketing and sales strategy; attained 100% sales target throughout the duration of the employment

Jan'99-Dec'01: SMIFS Securities Ltd., Mumbai as Manager: Financial Advisory Group; joined as Inter Bank Dealer

Rendered financial advice and managed investment portfolios (debt and equity) for commercial & non-profit institutions and individual clients, brokering deals worth INR 2 to 5 crores upwards

Jan'98-Jan'99: Transprint, Mumbai, India as Assistant Project Manager

Bagged in-house and outsourced contracts for the company, through direct marketing to SMEs and MNCs; increased revenue by Rs.15 lakhs in the first six months and helped successfully regain several large/key accounts

Commenced career with Bombay Book Stores as Shop Assistant (Part Time - Engineering) from Mar'96-Dec'97

EDUCATION & CREDENTIALS

Executive Masters of Business Administration (Executive-MBA) in 2003

Melbourne Business School, Melbourne, Australia with 6 /7 GPA; completed the course in 60% of the designated time duration

Post Graduate Diploma in Marketing and Sales Management in 2001

Mumbai University, Mumbai, India with 6.4/7 GPA

Professional Certifications & Trainings:

- Six Sigma Black Belt Certification: 2017
- Balanced Score Card and Q4 Analysis
- Several Company In-house Courses to Enhance Management Skills
- In-house Program Management & Project Management Certification
- Life Insurance Certification from IIA
- NSDL AMFI Certification
- NSDL Courses in Badla Derivatives and Hedging

IT Skills: *Conversant with Java based Packages, SAP, SIEBEL, Project Systems, Access, C, Prince2, Dbase, FoxPro, UNIX, Oracle, MS Office and Internet Applications*

Date of Birth: Please mention • **Address:** Hebbal, Bangalore-560024 • **Languages Known:** Please mention