## AGE : 44

RELIGION: HINDU

LOCATION : BANGALORE

## ECOMMERCE OPERATIONS, BUSINESS FINANCE, STRATEGY PROFESSIONAL WITH ~10 YEARS EXPERIENCE

## PROFESSIONAL SUMMARY

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| --- | --- |
| Expertise | Ecommerce Operations • Seller Support • Implementation of B2C / B2B E-Commerce Solutions |
| P&L Ownership • Business & Financial Analysis & Modelling • Profitability Improvement |
| Corporate Strategy • M & A • Planning & Budgeting • MIS & Reporting |
| Organization wide Transformational Initiatives |
| Sectors | Ecommerce • IT Services • ITES/BPO • Retail |
| Qualification | MBA (Indian Institute of Management, Bangalore) – 2006 • BE Mechanical (MSU Baroda) – 1997 |

## INDUSTRY EXPERIENCE Total: ~ 10 Years (Post MBA)

**Sellerworx Online Services Head of Ecommerce Operations** Feb’15 – Till Date **(10 Months)**

Sellerworx is a SaaS and Ecommerce Services start up providing seller services to enable Brands, Manufacturers & SMEs to sell & grow on online marketplaces. I am responsible to set up & manage P&L for Account Management Services for SMBs.

* Managing a team of **~100 employees** in Ecommerce Account Management Services – driving online GMV worth **120+ Cr**
* Responsible for Seller Experience, SLA, CSAT for around **500+ accounts** – acquired within 9 months of the operations
* **Responsible for End to End Services** for the sellers to make them successful in online marketplaces – includes Imaging, Catalogue, Account Management Services, Ecommerce Consulting and Advisory with main focus to drive seller success
* **Drive Seller Success** through online multichannel sales, Ecommerce Metrics improvement, Inventory planning, Price intelligence, Promotion Analysis and Participation, Technology Implementation, Social Media Advertising and Branding
* **Set up FOS Sales Operations** at Surat, Gujarat – one of the largest contributor of Ethnic wear in India
* **Set up inside sales function** for lead generation, qualification & conversion of Indian sellers for eCommerce platforms- both Inside sales/FOS, majority of it driven via marketplace specific programs of Flipkart, Amazon, Snapdeal, Paytm
* Responsible for Invoicing, Business Finance, Planning and Budgeting, Business Intelligence, Process Excellence, Recruitment, Organization Development, Pricing, Business Effectiveness, Strategy and Operations leadership
* Was instrumental in turning around P&L for **Deep Red to Positive Gross Margins** within 8 months of the operations

**Dell Consultant (Associate Director) – Contact Reduction Initiatives** Aug’14 – Jan’15 **(6 Months)**

* Part of Dell Services Engineering Group’s Contact Reduction Initiative Team
* Responsible for Contact Reduction Opportunity Analysis, Mix Shift analysis, Planning & Forecasting

**Minacs Associate General Manager – Business Operations** Jul’12 – Aug’14 **(24 Months)**

* Minacs Worldwide Limited is BPO & IT Company with presence in North America, Europe and APAC with Fortune 500 client base and over 20,000 employees spread across 36 delivery locations
* Leading a team of 10 Business Analysts providing Business Operations & Analysis Support to Business teams & CDOs
* Providing internal consulting to operations teams on day to day operational improvement opportunities like staffing, AHT Management, Workforce Optimization, Span Analysis, Occupancy improvement from financial point of view
* Created a framework to “Protect P&L”, a profitability improvement tool used to identify opportunities in operations
* Working on organization wide initiative for profitability improvement of **~US$ 10Mn.** Played an instrumental role in opportunity analysis on AHT improvement, Occupancy, Revenue per Agent, Login hour improvement for key programs
* Working on implementation of project to improve bill to pay ratio for a large program – estimated benefit ~**US$ 1Mn**
* Analysed excess staffing opportunity of **US$ 4 Mn** from a key program. Findings submitted to leadership team
* Created a detailed cost optimization model using sizing & trend analysis resulting into opportunity of **~US$ 2.5 Mn**
* Analysed Rewards & Penalties associated with delivery with objective to maximize Revenue – **estimated ~ 5-10% Revenue**
* Analysed impact of unutilized productive occupancy and Excess AHT for telecom client with ~**US$ 5 Mn** Annualized impact
* Analysed interval wise occupancy utilization, call volume patterns, AHT and Rewards & Penalty impact **~US$ 1.2 Mn** impact
* Responsible for Revenue Management for operations – have created daily Revenue analysis which monitors and analyses underlying parameters which affects the revenue i.e. volume, answering, Login leakage, R&P, Contractual conditions
* Responsible for Invoice preparation for APAC delivery – reduced preparation time by ~10 Days (Est Benefit US$ 0.2 Mn)
* Involved in financial modelling for key business decisions like Site movement, OT Analysis, Partnership analysis, impact of contractual addendums/change requests, pricing analysis, impact of transport, incentives, etc on P&L
* Working on a contractual compliance project to identify areas of revenue and cost leakage during Operational delivery

**Aditya Birla Minacs Manager – Corporate Strategy, MIS & Planning** Dec’08 – Jun’12 **(43 Months)**

* Worked with CEO and CFO and other CXO level executives to contribute towards strategic decision-making process by providing recommendations, analysis, support in development areas like: Planning & Budgeting, Mergers & Acquisitions, Fund Raising Exercises, Strategic Alliances, Business Reporting & MIS and other strategic initiatives for the company
* **Business Analytics, MIS Reporting & Decision Support**
  + Creation and publication of Monthly Business Update, Quarterly Board Meeting Update, Planning & Budgeting deck, Chairman’s Business Review Report, CEO’s Analysis Dashboard and Business Balance Scorecard Report & other reports
  + Preparation of detailed financial analysis of budget trends, including revenue and cost analysis and budget forecasts
  + Closely working with Delivery Presidents on accounts assessments based on SLA compliance & other KPI measurements
  + Closely working with Sales Presidents to create, analyse and publish sales pipeline reports and other sales related MIS
  + Support various teams like WFM, MIS, Business Operations, Quality etc to create MIS and Decision Support reports based on target audience, data inputs required, frequency of reporting, mode of presentation, content and analysis
  + Worked with Business and Vertical Heads on Ad-hoc Strategic and Tactical assignments on any area related to business
  + *Efforts resulted into over 50% improvement in reporting timelines, accuracy and effectiveness for the CEO Office*
* **Corporate Strategy Assignments**
  + Worked with CEO in corporate strategy assignments like company growth roadmaps, financial plans, acquisitions etc
  + Acting as single point of contact between external consultants and internal stakeholders for data collection, requirements analysis, process monitoring, action item completion, analysis and other activities
* **Mergers and Acquisitions**
  + Target Analysis, Due-diligence, synergy analysis, financial projections, funding requirements, Post Merger Integration
  + Part of Aditya Birla Group`s Post Merger Integration team, working towards M&A integration activities
  + *Have worked in over 10 initial screenings, 3 Due Diligence exercises, and 2 post acquisition integration in buy side and in multiple due diligence exercises, Information Memorandum preparations for sell side activities.*

**Reliance Retail Limited Manager – Analytics & Planning** April’08 – Dec’08 **(9 Months)**

* Was part of Analytics & Planning team for Reliance Retail Limited – Footprints based out of Bangalore
* **Business Analytics, MIS Reporting & Decision Support**
  + Identified, captured and presented Key Performance Indicators (KPIs) and Business Performance parameters for and to the Chief Executive (CEO) and other Senior Management Executives
  + Prepared and presented weekly/monthly dashboard, Monthly KPI Reports, Customer Feedback Analysis, Loyalty Sales analysis, Sales per Sq feet (SPF) analysis to Chief Executive on a weekly/monthly basis
  + Pro-actively advised CEO on areas of concern, produced insights and recommendations on corrective actions
  + Advised Senior Management on risks, opportunities and critical business factors with respect to competitors, store locations, market landscape, store performance, category and brand performance, supply chain
  + Actively participated in timely delivery of sales & inventory forecasting for senior management decision making
  + Actively supported Store Operations Head by providing Stores Performance Analysis, (Point of Sales) POS utilization analysis, Store Manager’s Dashboards, Footfalls vs Conversion Analysis, Ticket size & Value analysis

**Cognizant Technology Solutions Associate Consultant** May’06 – April’08 **(24 Months)**

* Part of Operations and Project Management Group for Life Sciences Solutions & Consulting group of size 200+
* **Project Management**
  + Designed and developed monthly dashboards, activity turnaround time analysis, revenue & resource utilisation reports, timesheets, resource activity reports, project metrics & other reports to be submitted regularly to the client
  + Was involved in monthly invoicing, billing and resource allocation for the project submitted to the client
  + Designed a robust & automated reporting and billing system portal eliminating excel reporting from the project
* **Awards & Recognition**
* Awarded Certificate of appreciation for “**Out-standing Performer of the year**” for year 2007-2008