

SHIVENDRA SINGH

📍 Lucknow - Open to Relocation.

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Summary

Adept at leading cross-city teams of 35+ KAMs, driving **productivity, SLA adherence, and quality metrics** through **OKR governance, performance dashboards, and cadence reviews**. Strong track record in **improving catalogue health, seller productivity, and conversion metrics**, while **reducing RTO and cancellations** via **data-driven RCA, seller scorecards, improve controls**. Known for **people leadership, stakeholder management, and execution excellence** that delivers **sustained growth, operational efficiency, and superior marketplace performance**.

Skills

People Leadership | OKR & KPI Management | Category Growth | Seller Management | Cross-functional Collaboration | SLA & RTO Control | Data-driven Decision Making | Process Improvement | Stakeholder Management | Workforce Planning | Coaching & Performance Management | Outbound Sales | Inside Sales | Credit card Sales.

Experience

Startek (Flipkart Process)

Asst. Manager – E-commerce Category Growth | Marketplace Operations | GMV Scaling | Revenue Generation. Jan 2021 - Oct 2025

Lucknow/Bengaluru

- **D end-to-end category management across pricing, promotions, monetization, catalogue health, and GTM initiatives**, resulting in measurable improvements in GMV, RU, and seller matrix (RTD, Seller Cancellation etc.)
- Built and scaled high-performing **data driven KAM teams** across regions, establishing governance models, review cadences, and performance benchmarks to support rapid business growth.
- Drove **0–1 category scale-up** through **seller acquisition, supply depth optimization, catalogue and content enhancements, and performance-led visibility initiatives spanning PPC, keyword ranking, and Buy Box optimization**.
- Used marketplace analytics, pricing insights, and seller scorecards to drive data-backed decisions on selection, pricing, inventory, PLA investments, and promotional strategies, resulting in measurable GMV and RU growth.
- Increased advertising adoption and visibility impact by scaling **Ads/PPC investments from ₹40 Lakhs to ₹2.5 Cr**, achieving **80% seller opt-in rate** across focus categories.
- Played a key role in the **Mynta marketplace project**, building and scaling the **KAM team** through **standardized SOPs, process frameworks, and performance governance models**.
- Drove **seller growth** by analysing performance metrics, identifying business gaps, and implementing targeted strategies including assortment expansion, competitive pricing, catalogue optimization, and promotional planning.
- Strengthened **logistics performance** by implementing SOPs, KPI dashboards, and vendor governance, resulting in improved OTIF and improved seller matrix.
 - **GMV Growth: ₹29 Cr → ₹100 Cr within 18 months.**
 - **Improved OOS from 10% to 1.5%, RTD breaches below 1%**.

IndiaLends.com (Credit Card Sales) – Outbound Sales.

Asst. Manager – Credit card Sales and Operations | Customer Engagement | Operations Support | Nov 2018 - Nov 2019
Sales Optimization

Gurugram

- Collaborated with leading banks/NBFCs (HDFC, ICICI, SBI, Axis, Yes Bank, etc.) for **application processing, document verification, underwriting coordination, and discrepancy resolution**.
- Drove **monthly credit card sales targets** by optimizing lead quality, **improving tele calling efficiency**, and monitoring **agent productivity** through daily/weekly MIS dashboards.
- Managed **end-to-end credit card operations**, including lead allocation, **funnel tracking**, partner coordination, and **SLA governance** to ensure faster customer onboarding and conversion.
- Drove **outbound/inside sales performance** through **process optimization, call flow improvement, lead segmentation, and KPI-driven governance**.
- Drove a **7.5x sales growth (₹12 lakhs → ₹90 lakhs)** Through strategic planning, team enablement, and customer-centric initiatives, demonstrating a strong ability to scale revenue.
- Improved lead-to-approval conversion by **20%** by optimizing segmentation and tele calling workflows.
- Enhanced **customer experience** by reducing TAT, streamlining documentation workflows, and resolving escalations across sales and operations teams.
- Developed and automated **performance MIS**, daily sales reports, incentive trackers, approval dashboards, and funnel metrics for leadership decision-making.
- Coordinated with **Product & Tech teams** to report process gaps, test new features, enhance CRM workflows, and improve lead routing logic.

SBI Card and Payment Services (Credit Card Operation)

Team Leader – Digital Sales Vendor Management | Team Management | Customer Experience | Operational Excellence

Jan 2014 - Oct 2018

Gurugram

- Advanced to Team Leader, overseeing key partnerships with leading credit card aggregators including **Paisabazaar, BankBazaar, and IndiaLends**, driving consistent volume growth and strengthening vendor relationships.
- Drove sustained customer base expansion by increasing monthly new account creation from **1,000 to 25,000** over five years through structured planning and continuous process optimization.
- Ensured strict adherence to **SLA, TAT, and compliance standards**, maintaining high quality scores through regular call monitoring and feedback sessions.
- Improved **lead-to-application conversion to 95%** and **approval rate to 80%** through daily performance tracking, call audits, and agent coaching.
- Maintained **90%+ QA score** by enforcing script adherence, KYC compliance, and RBI/SBI regulatory guidelines.
- Managed fulfilment and back-check teams to streamline the credit card approval process, leading to improved conversion and approval rates, enhancing the customer experience.

Policybazaar.com

Operation Executive - Motor Insurance Sale | Insurance Advisory | Customer Engagement | Operations Support | Sales Optimization

Dec 2012 - Oct 2013

Gurugram

- Successfully sold insurance policies, providing expert guidance to customers in selecting the right insurance products based on their needs and financial goals, ensuring customer satisfaction and loyalty.
- Handled 50+ outbound customer calls per day, including lead generation, consultation, follow-ups, and post-sale support to drive conversions and ensure high customer satisfaction, contributing to revenue growth.
- Applied strong problem-solving and process development skills to support and improve various aspects of the sales and service operations, enhancing overall efficiency.
- Contributed to profit growth by identifying inefficiencies in the sales process and implementing strategic improvements

Awards

- Recognized as the best leader in **BBD campaign for three consecutive years**, demonstrating consistent leadership and performance.
- Received a company-organized leadership award, highlighting exceptional leadership skills and contributions.
- Awarded the **Leadership Excellence Award** for outstanding leadership qualities and impact.
- Achieved the highest account performance for eight consecutive months, showcasing consistent sales excellence.
- Recognized as a **star performer in the first month of joining**, demonstrating a quick learning curve and immediate impact.

Achievements

- Achieved **3.4x GMV scale-up (₹29 Cr → ₹100 Cr)**
- Increased ad monetization adoption to **80%**
- Achieved **7.5x sales growth (₹12L → ₹90L)** at IndiaLends
- Reduced **rejection rate by 20%** through process training and QC improvements, increasing efficiency and reducing errors in Indialends.
- Expanded credit portfolio from **1K to 25K/month** at SBI Card.

Education

MDU Rohtak, MDU Rohtak

MBA - Sales and Marketing
Rohtak (HR), Haryana

Jul 2012

Institute Of Management Studies, HNB University

Uttarakhand BBA - Management
Dehradun, Uttarakhand.

Jul 2010

Core Competences

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| ● E-commerce marketplace operations | ● Seller onboarding and performance management | ● BPO operations management | ● Contact Centre Operations (Inbound/Outbound) |
| ● Credit card sales operations and team building | ● Data-driven Decision Making (Excel) | ● Logistics planning and control cost. | ● Process Improvement & Optimization (Control RTO, Returns.) |