

# 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 Myntra 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 | Sales Optimization

Nov 2018 - Nov 2019

### 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

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- ◆ 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

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- ◆ 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

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<b>MDU Rohtak, MDU Rohtak</b> MBA - Sales and Marketing Rohtak (HR), Haryana	Jul 2012
<b>Institute Of Management Studies, HNB University</b> 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.)