

# Vinay Junghare

Strategy | Growth | Program management | Product management

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Offering nearly 7 years of expertise in strategizing and planning, consistently driving significant change and elevating customer satisfaction levels. Proven expertise in leading teams and driving transformative change, with a focus on business planning, operations optimization and customer satisfaction. Skilled in financial analysis, feasibility studies, and risk assessment to support decision-making and drive operational profitability.

## EDUCATION

**INDIAN INSTITUTE OF MANAGEMENT CALCUTTA, MBA** (2018 - 2020)

**VISVESVARAYA NATIONAL INSTITUTE OF TECHNOLOGY, B.TECH (COMPUTER SCIENCE)** (2011 - 2015)

## PROFESSIONAL EXPERIENCE

**Senior manager (Strategy & Planning) - Byjus** (2022 July - Present)

- Led a team of 4 to build and scale multiple 0 to 1 initiatives. Worked with stakeholders like business, tech, sales ops and CXOs during this time.
- Formulated and executed Go-To-Market Strategy for streaming - only business (100 Cr. topline) through Market Research, Competitor Analysis, Customer Profiling, Pricing Creation and Demand Forecasting.
  - Reduced cancellation rate by 20% by reducing TAT and adopting a low ticket size strategy.
  - Improved net margins by 30% optimizing fixed costs and increasing ease of selling; Created a 12 months plan to better it by 10%.
  - Redesigned incentive structure for sales team to reward high performers; Introduced gamification to drive desired sales rep behavior.
- Led the product strategy to increase sales team efficiency by partnering closely with engineering teams.
  - Introduced IVR & predictive dialing to maximize top of the funnel & boost productivity of sales team.
  - Integrated the personalization and persuasion charters via whatsapp for demo booking to improve user experience and conversion, resulting in 15% higher demos; Improved CSAT by 25%.
  - Implemented dynamic lead management system handling 20k leads/day for lead allocation based on sales rep's characteristics.
- Program managed Sales enablement charter to increase revenue of 20% bottom performing tuition centers leading to revenue contribution of 4 Cr/month.
- Oversaw and optimized digital marketing campaigns of 2Cr/month to maximize localized lead generation.

**Manager (Strategy & Planning) - Byjus** (2020 June - 2022 July)

- Reduced recruitment and training program cost by 75% without compromising on quality and quantity.
  - Creating Learning Management System to standardize sales training & improve learning curve.
  - Ideated and executed Train and Hire model for sales hiring to reduce training and salary cost.
  - Created referral platform to reduce sourcing costs; Increased lead generation by 30k leads/month.
- PMO for workforce management of 12000+ member sales team - Tracked key activities, demand prediction, outsourcing strategies across 300 Tuition centers PAN India.
- Created and implemented a model with 80% accuracy to determine the sales rep probability of success.
- Created multiple Early warning systems, risk triggers and process dashboards to monitor and proactively control the process health and performance leading to direct productivity improvement of sales function.

**Software developer - CMPDI** (2015 July - 2018 June)

- Worked in collaboration with a team of over 20 members from 7 different locations to develop a platform for tracking coal dispatch from 644 mines for the Coal Ministry.
- Spearheaded the implementation of ERP in 8 business units and developed a web-based application to streamline target assignment, leading to improved financial management and operational efficiency.

## SKILLS

MS Office, Tableau, SQL, Python.