




Vivekananda Kadri  Contact: +91 7892150956 Leadership/BusinessDevelopment/Training/Sales	 E-Mail: vivekanandkadri@gmail.com  LinkedIn: linkedin.com/in/vivek-ananda-315582252 Preference: Abroad Education/ITES/KPO/LPO/Startup Location: Chennai/Remote/Hybrid
--	--

Profile Summary

Senior professional with over 20 years of experience helping businesses scale by building effective strategies, training manpower, coaching leaders, and driving growth in diverse industries.

Core Competencies

Sales & Marketing Business Coaching	Training/Coaching Strategic Planning	Leadership Development Documentation
--	---	---

Work Experience

UNIABROAD Pvt Ltd September 2022 to current - Training Manager/Franchisee Development Manager

Key Responsibilities:

Training and Development:

- Designed and developed training programs tailored to employees, students, and stakeholders' needs.
- Created curricula and materials on student counselling, visa applications, country-specific education systems, and university requirements, incorporating inputs from the student recruitment team.
- Conducted training sessions, workshops, and seminars for Destination Experts (DEs), Student Recruitment Managers (SRMs), and other staff.
- Provided orientation and induction training for new employees and franchise partners, introducing services and procedures related to study abroad.
- Delivered updates and knowledge-sharing sessions to ensure employees remain equipped to guide students effectively.
- Trained employees and franchise partners on ethical guidelines and best practices for international education services.
- Developed training materials, SOPs, handbooks, user guides, and presentations in collaboration with the creative team.
- Conducted soft skills training for DEs, focusing on communication, empathy, and problem-solving.

Franchise Management:

- Connected with franchisee leads, scheduled demo sessions, and followed up with prospects to secure registrations and deposits.
- Scheduled management meetings and drafted franchise agreements.
- Created franchise profiles on UNIAPPLY, tracked leads, and monitored application progress.
- Regularly interacted with franchise partners (FRPs) to solve queries, assist with university shortlisting, and address operational challenges.
- Monitored FRP student subscriptions, reminded FRPs to submit invoices, and facilitated the tracking of progress.

Collaboration and Operational Support:

- Collaborated with the marketing team to conduct seminars promoting student recruitment and Ed-Tech services.
- Reviewed leads and applications on UNIAPPLY and informed the escalation specialist of deviations.
- Tracked SSE team performance metrics and provided actionable insights.

Key Achievements:

- **Onboarded over 50 franchisees across India**, establishing effective franchise management systems to streamline operations and enhance partner engagement.
- **Collaborated with more than 10 colleges** to establish partnership programs with UNIABROAD, fostering strong institutional alliances.
- **Designed and implemented training programs**, effectively guiding students through the processes involved in abroad education.
- **Enhanced team performance and efficiency** through targeted training initiatives and strategic operational support.

Career Ladder:



Year 2019 to September 2022:

- Travelled to countries like Georgia, Singapore, Thailand, Srilanka, Malaysia to coach and train individuals help improve their language skills for their businesses.
- Been a part of Business Coach through Action Coach and created an impression by educating entrepreneurs on Best Business practices and Image Level Training.
- International Certificate of Training – Train the Trainers received from Dhaval Bhatia for completing the course and helping 1000's of students achieve their career goals.
- Partnered with Urbanstrom, solarstrom, Innovix Edu, Opal, Energreen, Opaprograms Georgian Investment Advisory for helping their employees to build better networking skills through communication, process and to achieve credibility with stakeholders.

Vishwas -(2000 to 2018): -

- Managed 360° business operations including market analysis, retail, trade, brand marketing, and customer experience.
- Ideated and executed operations and marketing strategies to enhance processes, systems, and customer satisfaction (CSAT).
- Conceptualized and delivered high-impact launch campaigns, achieving 10X growth in customer engagement and revenue.
- Identified valuable market segments and devised strategic plans to drive company expansion and market penetration.
- Trained and mentored over 500 staff members in sales, conversion techniques, communication skills, and professional development, fostering strong internal and external stakeholder relationships.

Achievements

- **Conducted international training sessions** in Singapore, Georgia, Thailand, and Sri Lanka, enhancing staff language proficiency and process expertise.
- **Achieved consistent year-on-year profits exceeding ₹10 crore**, with an annual business turnover surpassing ₹80 crore.
- **Built and managed a comprehensive B2C and B2B marketplace**, establishing a strong network of over 100 dealers and distributors across the country.
- **Efficiently managed budgets exceeding ₹500 crore** for large-scale turnkey projects in both domestic and international markets.

Certification/Academics

- BBM from SDM College of Business Management.
- International Training Certificate from Dhaval Bhatia.
- Certified Business Coach through Action Coach.
- Mentorship Excellence Award at UNIABROAD, February 2024.
- Certified Illumination and LED Professional from Lighting University, Eindhoven, The Netherlands.

Languages known

- English/Kannada/Tulu/Hindi/Konkani
- Learning Tamil

Date:

Place: Chennai

Declaration: I hereby declare that all information is true to my knowledge and belief