



# KRISHNA BHAWSAR

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## Summary

A strategic leader with over 7 years of experience in managing cross-functional teams to implement **client-focused insights** that shape product offerings through data analysis. Adept at delivering **product training** to clients, identifying client needs and gaps, and driving necessary product changes. Proven ability to **collaborate with product** development teams to create solutions that anticipate client needs, provide actionable insights, and enhance business performance. Expert in developing and implementing cross-channel **campaign strategies** and **leading key projects** for both B2B and B2C customers, driving engagement and building strong relationships.

## Education

Year	Degree	Institute/School	CGPA/Percentage
2015-17	PGDM (Post graduation in Management)	Indian Institute of Management (IIM), Sirmaur	6.42/10
2011-15	BE (Computer Science Engineering)	University Institute of Technology - RGPV, <b>Government college</b> , Bhopal (MP)	70.6%
2009-10	XII – CBSE	Jawahar Navodaya Vidyalaya, Khandwa (MP)	78.6% (Top 5)
2007-08	X – CBSE	Jawahar Navodaya Vidyalaya, Khandwa (MP)	89.4% (Top 3)

## Work Experience

### Angel One

#### Senior Manager

July 2021 to till date

- ❖ **Leading a team** in handling, executing, coordinating and overseeing **key projects** from start to finish.
- ❖ **Collaborating** closely with the **Product Development** team to identify client needs and contribute to the development of new products and features that enhance client experience and meet the client's objectives.
- ❖ **Prioritizing projects** based on the importance and ensuring that the projects are timely executed by the team.
- ❖ Identifying process gaps, developing and optimizing processes to sustain and accelerate the company's growth.
- ❖ Handling cross channel **campaign Strategy** for B2B2C clients and driving key initiatives for B2B clients.
- ❖ Creating monthly business review deck by monitoring different key metrics and discussing with the leadership team.
- ❖ Identifying **product improvement opportunities** and driving development initiatives with the Product team.
- ❖ Overseeing **key vendor relationships**, tracking performance and ensuring the sustainability of relationship.
- ❖ Closely working with cross functional teams like Tech, Product, Compliance, QA and IT to ensure seamless workflow.

### Qwiksilver Solutions by Pine Labs

#### Assistant Manager

July 2019 to March 2021

- ❖ Handled business operations, **client engagement** and data requirement of the B2C Business.
- ❖ Involved in new **product features walkthrough** and suggested product improvement for a better client experience.
- ❖ Monitored customer journeys and supervised all communication touchpoints with the customer.
- ❖ Evaluated monthly performance against various **key metrics** which act as ready recon for leadership team.
- ❖ Analyzed the data and identified scope of all opportunities for **business growth** in all parameters.
- ❖ Formed and targeted various **customer segments** based on key metrics like RFM, geographic and demographic.
- ❖ Executed program strategies and campaigns by **collaborating with different teams** like - Product Management, Customer Support, Engineering, Design, Brand alliance, Compliance, Helpdesk, Legal and Product Application.

# Obopay Mobile Technology

## Executive: Customer Engagement

July 2017 to June 2018

- ❖ Worked as an Interface between offshore clients and various business functions in the company.
- ❖ Monitored and **managed project** plan, through prioritizing deliverables, scheduling meetings and follow ups.
- ❖ Delivered **product training** to the client and clarified all their points with respect to business case situations.
- ❖ Cross selling and upselling product to the client, by describing to them how it can be useful for them.
- ❖ Handled change requests, done UAT of the product and analyzed scope of improvements.
- ❖ Identified key issues in Pre-production and handling issues through JIRA ticket management tool.
- ❖ Ensured client satisfaction by understanding their requirement and shaping it into product offering.
- ❖ Closely collaborated with client to understand need-gap and client insights to implement changes in the product.

## Achievements

- ❖ Honored with Angel One's extraordinary award in Dec'23 for optimizing process in increasing activation.
- ❖ Earned Angel One's most prestigious CMD award in Mar'23 for an exceptional performance throughout the year.
- ❖ Received the highest rating as 'Exceptional' during the appraisal in the FY22-23 in the organization.
- ❖ Increased B2B activation by 40% by running targeted campaigns and handling a key project of incentive scheme.
- ❖ Awarded as employee of the month for Mar'22 for an outstanding performance in Angel One.
- ❖ Conferred as "Best innovation in Marketing" & "Broken previous record" title in Qwiksilver Solutions.
- ❖ Conducted and analyzed wedding gift card survey pan India which was captured in Navbharat Times.
- ❖ Analyzed gift card usage in non-metros from a PR point of view, this was featured in Economic Times.
- ❖ Saved \$7200 per year of the company by removing a fixed part of the price that was charged regularly.

## Skills

**Tools:** Advance MS Excel, Google BigQuery, MS Access, SQL, MS PowerPoint, MS Word, HTML, Google Analytics, Google data studio, Tableau, Google Sheets, Google Slides.

**Services:** Clevertap, Infobip Moments dashboard, Netcore SMS dashboard, Magento, JIRA, Branch link, Gift Cards servers, Cloudcherry, Sendgrid, Unicel-Karix SMS dashboard, Zendesk, Payment gateway dashboards.