

RUPINI RAMAN

Global HR Executive | Strategic Human Capital Leader | Rewards and Compensation Strategist

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Executive Summary

Transformational HR Leader with 18+ years of experience driving HR strategy, compensation innovation, and organizational growth across global markets (MEA, EU, APAC, India). Expertise in scaling start-ups, designing equity-based reward systems (ESOPs, RSUs, Phantom Stocks), executive compensation and leading data-driven talent and compensation & benefit strategies. Proven success in high-growth sectors: Fintech, Logistics, Mobility/EV, ITES, and Hospitality. Certified GPHR (SHRM) with advanced credentials in HR analytics, leadership development, and organizational design.

Core Competencies

- HR Strategy & Organizational Development | Global Compensation & Benefits Design
- Talent Acquisition & Retention | Employer Branding | Employee Engagement
- M&A Integration | Change Leadership | Executive Coaching | Diversity & Inclusion
- AI-Optimized Key Skills: Predictive Analytics, OKR/MBO Implementation, Workforce Scaling, ESOP Structuring, Retirement benefit planning

Professional Experience

YULU BIKES (EV Mobility Startup) | Bangalore, India

Group Head – Human Capital | Jan 2022 – March 2025

- Led HR strategy for 3x organizational growth, enhancing agility in a hyper-competitive EV market.
- Oversaw compensation benchmarking and survey participation to maintain market competitiveness. Led automation of offer and equity workflows, improving accuracy and processing time.
- Guided founding team on strategic decisions tied to performance-based pay and equity distribution.
- Built employer brand through culture code implementation, reducing attrition by 25% in FY2023.
- Leveraged technology Field Staff Hiring and day to day Management cutting time-to-hire by 30%.

VIVRITI CAPITAL (Fintech Unicorn) | Chennai, India

Head – Human Capital | Jun 2019 – Jan 2022

- Scaled workforce from 70 to 400+ employees across 5 geographies without external consultants.
- Instituted ESOP program, aligning leadership with long-term business goals.
- Drove OKR adoption, achieving 85% cross-functional goal alignment.

AGILITY GROUP (Global Logistics, \$5B Revenue) | MEA, EU, APAC | 2008 -2022

Global Head – Rewards & Talent Management

- Led Compensation strategy across the region; Including executive compensation, local welfare and benefits, insurance, and retirement benefit schemes

- Led global market benchmarking across multiple countries, ensuring accurate job matching and competitive insights.
- Designed equity plans (RSUs, Phantom Stocks) for 15 startups under Agility Ventures, boosting retention by 35%.
- Partnered with COEs to streamline HR, Payroll and compliance processes, saving \$2M+ in annual operational costs.

Other Roles Held

HR Advisor (Shipa – Agility's E-commerce Startup, UAE)

Manager/Sr Manager – Compensation & Talent Management (Agility Logistics, Kuwait)

RR DONNELLY/ AMERICAN EXPRESS/ LEELA KEMPINSKY

Various Roles | 2001- 2008

Key Achievements

- **Talent Scaling:** Led the 'Gig work' model for field staff at YULU reducing costs by 20%. Grew Vivriti's team 471% in 2.5 years, securing \$200M+ funding rounds.
 - **Rewards Innovation:** Launched 10+ global equity programs, driving 90% executive retention.
 - **Data-Driven HR:** Deployed predictive analytics models reducing attrition by 20% at Agility.
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Education & Certifications

- **Certified GPHR (SHRM) | PGDBA – HR Management** (Symbiosis)
 - **Masters in Economics & Statistics | B.A.** (University of Delhi)
 - **Certified DISC Facilitator | Hotel Management** (IHM Mumbai)
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Technical Proficiencies: Workday, SAP SuccessFactors, Tableau, LinkedIn Talent Solutions, Other HRMS, LMS and Equity Management platforms, HAY/ AON/ Mercer - Job evaluation/Benchmarking tools