

# Naveen Kumar Singh

Email: [naveenkumar892009@gmail.com](mailto:naveenkumar892009@gmail.com)

Mobile No: 9650123576

## CAREER OBJECTIVE

Secure a responsible career opportunity to fully utilize my acquired skills, while making a significant contribution to the success of the company.

## PROFESSIONAL EXPERIENCE

Mar 2014 – Present

### Summary: -

- Research professional with ~9 years of experience working with Fortune 500 clients across the globe and helping them in the decision-making process by designing robust knowledge-based solutions.
- Experienced in handling Market Estimation/Sizing and Attractiveness studies, Competitive Intelligence (CI), Market Intelligence (MI), Route-to-Market (RTM), Partner Identification/Scouting, Product and Technology Landscape studies, etc.
- Sectoral expertise: Consumer Goods (CPG), Sustainability/Decarbonization (ESG), Infrastructure, Logistics/Transportation, Healthcare, etc.

### Present Role and Responsibilities:

#### Manager, Growth Advisory

(Aranca Mumbai Pvt. Ltd.)

Sep 2022 – Present

Responsible primarily for managing projects, people, and clients.

- **Project management:** Responsible for managing complex Ad-hoc and FTE projects, project scoping, proposal and project designing, project lead, quality check, client communication, client expectations management, etc.
- **People management:** Responsible for talent acquisition, development, utilization, and maintenance, including activities such as; resource planning, recruitment, training, performance evaluation, workflow & communication management, etc.
- **Client management:** Responsible for client reach, acquisition, conversion, retention, loyalty, etc. through activities such as; lead generation, brand promotion & establishment, pitching, project pipeline creation, value proposition improvement, client engagement & communication, etc.

### Past Roles:

Deputy Manager	(NOMURA Research Institute, Consulting & Solutions)	Apr 2022 – Aug 2022
Chief Researcher	(NOMURA Research Institute, Consulting & Solutions)	Apr 2020 – Dec 2021
Senior Researcher	(NOMURA Research Institute, Consulting & Solutions)	Aug 2018 – Mar 2020
Senior Business Analyst	(Evalueserve.com India Private Limited)	Jan 2017 – Jul 2018
Business Analyst	(Evalueserve.com India Private Limited)	Mar 2014 – Dec 2016

### Key Projects:-

- Extensive experience in **Competitive Intelligence (CI)** studies. Have handled CI of various companies for a **global dairy company** to provide insights on competitor's financials, sales & distribution channels, new product development/ innovation, M&A / JVs/ partnership strategies, etc. The report helped the client in assessing current as well as future risk factors from competitors and potential opportunity areas.
- Experience in **Market Intelligence studies** has **worked on the coffee, e-cigarette, and silver jewellery market** and helped the client to identify and understand key trends, competitive environment, and white space areas in existing market space, etc.
- Experience in **Market Estimation and Attractiveness studies**. Have worked on projects such as identifying **professional cleaning products in the hotel and restaurant industry**. The project report provided a deeper understanding of market dynamics and helped the client in formulating market entry strategies.
- In-depth study of air-pollution monitoring, reduction, and control technology market in India and helping Japanese ministry in the identification of potential business collaboration between Japan and India
- In-depth study of the **KSA transport industry** (legal, political, economic, etc.) to help Japanese automobile manufacturers **identify the lucrative area for investment**
- Have also worked on **long-term projects** such as **personal care products and packaging Innovation Tracking - Landscape**. The key objective of the study was to track and provide a regular update (using PowerBI) on the product and packaging innovation landscape in the personal care domain and help the client to best serve their customers with cutting-edge offerings in their portfolio.

### ACADEMIC CREDENTIALS

Course	Specialization	Institute/College	%/ CGPA	Year
PGDM (IB)	Marketing / Finance	FORE School of Management, New Delhi	2.82/ 4.00	2012-14
International Immersion Program	Marketing	Nanyang Technological University, Singapore	-	2013
B.Com	Commerce	T.D.P.G. College, Jaunpur	61%	2006-09

### ACADEMIC TRAINING

#### Summer Intern, Dabur India Limited, Ghaziabad

- Worked with the brand activation team of Dabur India Limited. My responsibilities were to design, define and execute brand activation activities for Dabur's flagship brands in Health Care (Dabur Glucose-D, Dabur Pudina Hara, Dabur Shilajit, and Dabur Hajmola), Personal Care (Dabur Amla Hair Oil, and Dabur Vatika Shampoo), and Home Care (Dabur Odomos) segment in sync with the brand positioning and proposition.
- At Dabur, I was part of three brand activation activities carried out in Delhi-NCR and Western Uttar Pradesh.

## **ACADEMIC PROJECTS**

- Dissertation: A Comparative Study of Marketing Strategy Followed by Unilever in the US and India.
- Sales & Distribution Study of Godrej and P&G in India.
- Integrated Marketing Communication and Brand Audit of Aircel, India.
- Rural Marketing Project on Indian Banking Industry

## **ACHIEVEMENTS & AWARDS**

- Received "Pat On The Back" certificate from AVP in 2015, 2016, 2017 for exceptional client service, value addition to the deliverables, team management, training/mentoring new resources on account, and helping the team to extend the existing contract with the client.
- Achieved National Cadet Corps (NCC) A, B, and C certificates with C, A, and B grades.
- Received government Scholarship at schooling as well as in graduation (from 2003-09) for being a best NCC cadet