

Contact

+919833914572 (Mobile)
ajitk.menon@gmail.com

www.linkedin.com/in/ajit-k-menon-7880071 (LinkedIn)
marketingapproaches.blogspot.com (Blog)
www.sitel.com (Company)

Top Skills

Business Transformation
Marketing Strategy
BPO

Languages

Malayalam (Professional Working)
Hindi (Full Professional)
English (Full Professional)

Certifications

FPC (Financial Planning Certification)
Ram Charan on Coaching High Potentials
Becoming Indistractable
Developing Political Savvy
Digital Transformation

Ajit K Menon

CXO || DIGITAL TRANSFORMATION || RISK MANAGEMENT || LEADERSHIP || BANKING || NBFC || OPERATIONS || TECHNO-COMMERCIAL PROWESS || EX-STANDARD CHARTERED || EX-ACCENTURE || I SPEARHEAD CHANGE IN A VUCA WORLD

Mumbai Suburban

Summary

Ajit is with CredAble, is part of the Management & Leadership team (A cutting edge Fintech Firm focused & Specialized in Supply Chain Financing solutions for MSME's & SME's) leads the,Business Operations,Compliance,Audit,& Operational Risk Mgmt fucntions

In his current role he is accountable for providing appropriate operational risk management and oversight of Operations, Propositions and Change & systems as part of the 1st Line of Defence. This will include implementation and embedding of the risk management framework, carrying out Risk and Control Self Assessments (RCSA), maintenance of the risk register and performing regular control reviews across the Operations, Propositions and Change & IT areas (Operational areas).

He has created high performing teams and successful businesses.Strategy,Presales,Solutioning, Business Development, Sales,Transitions,Operations & Client Services have been his foray with an overall 18 years under his belt.Ajit also advises start ups on P&L management, Ops,cost efficiencies, financial leverage, seed funding & attracting VC. Growth Hacks i.e Monetizing & scaling up business opportunities are Ajit's areas of interest & one of his passions.

Ajit holds a MBA from Institute for Technology & Management specializing in Marketing Management & Certifications in Pricing & Revenue management from the IIM- AHMD Is inclined to pedagogical interests & is also an honorary visiting faculty with marketing as area of interest at business schools.

Ajit has enabled over \$1 BN revenue for all his employers put together.

In the outsourcing space Ajit has been with Accenture,WNS & Teleperformance, managing large client engagements in the BFSI & Mortgage processing space,Expertise in managing Horizontals& Verticals across industries

Strong commercial Acumen to deliver strong & predictable financial performance,expertise on delivering value on Marketing Invsts,ROI

Experience

CredAble

Vice President - Operations (Business Operations, CX, Compliance, Audit,& Operational Risk Mgmt)

May 2019 - Present (1 year 4 months)

Mumbai

Ajit is a part of the management team at CredAble, Ajit is mandated to design and implement the client on-boarding journey, compliance strategy, internal risk audit process, automation, and augment the customer Experience operations for the Vendor Engagement teams. He carries over 18 years of cross industry experience, he has led an eclectic mix of people & businesses in his career. His ability to lead cross cultural, multi geographical teams stands & adds immense value to the team. Most recently Ajit was with Standard chartered Bank (GIC) where he oversaw operational risk management for over 31 consumer banking markets across 28 countries through a center of excellence team he built in Chennai. Ajit also advises start ups on P&L management, operations, cost efficiencies, financial leverage, seed funding & attracting venture capital.

Ajit holds a MBA from Institute for Technology & Management, specializing in Marketing Management, & Certifications in Pricing & Revenue Management from IIM- Ahmedabad.

SDA Bocconi Asia Center

Honorary Guest Speaker (Digital Transformation, Digital Banking,Cloud Strategy,Neo Banks)

November 2019 - November 2019 (1 month)

Mumbai, Maharashtra, India

Guest Faculty in the area (Digital Transformation, Digital Strategy, Workflow Design, Digital Banking,Neo Banks, Cloud Strategy, Server-less Computing in the BFSI industries)

Athena School of Management

Honorary Guest Speaker (Digital Transformation, Digital Banking, Cloud Strategy,Neo Banks)

November 2019 - November 2019 (1 month)

Mumbai, Maharashtra, India

Guest Faculty in the area (Digital Transformation, Digital Strategy, Workflow Design, Digital Banking,Neo Banks, Cloud Strategy, Server-less Computing in the BFSI industries)

Goa Institute of Management (GIM)

Honorary Guest Speaker (Digital Transformation, Digital Banking, Cloud Strategy,Neo Banks)

November 2019 - November 2019 (1 month)

Goa, India

Guest Faculty in the area (Digital Transformation, Digital Strategy, Workflow Design, Digital Banking,Neo Banks, Cloud Strategy, Server-less Computing in the BFSI industries)

Standard Chartered Bank

2 years 11 months

Director - Risk & System Management, Group Retail Distribution (Retail Banking)

June 2018 - April 2019 (11 months)

Chennai, Tamil Nadu, India

Director - Global Voice and Virtual Support - Retail Banking

June 2016 - May 2018 (2 years)

Chennai Area, India

In my capacity as Global Director of Voice & Virtual, I lead & Manage the Global Voice & Virtual & Retail Distribution Strategy support for Standard Chartered Bank's retail banking division across all of its 26 markets, this lies across 26 countries.

My role is to functionally lead a team of specialists in the support of global Voice & Virtual teams. The team's primary purpose is to support the Client Contact Centre's in the delivery of their performance by assisting with management information, quality assurance, S2S analytics and methodologies, IVR enhancements and technology implementations. I additionally drive strategy & Strategic initiatives across the retail banking markets, namely the Social Media Strategy & digitization initiatives, driving CX up & cost to serve down.

- My Core focus areas are Revenue generation (Organic Revenue Growth through all available Channels)

- Drive thought Leadership across the 5500 Full time employees 26 countries across 26 Countries
- Act as the Global Support system to drive an effective contact centre strategy
- Develop best practices across a plethora of functions, more importantly drive unification
- Provide insights and advice to CCC Heads on productivity, service level and performance gaps
- Contribute as an active member of the Voice and Virtual Management Team

Teleperformance India Official

Vice President

December 2013 - January 2016 (2 years 2 months)

Vice President Operations Leading over 5 K FTE across 2 locations with 10 Offshore clients. A Total TCV of \$ 26 MN USD.

Accenture in India

General Manager

April 2011 - December 2012 (1 year 9 months)

Mumbai

Lead & managed the Digital Marketing & Digitization outsourcing operations for a North American CPG organization. Was a multi Geography role requiring strong focus on operations & Cross Cultural prowess. Over 2 K FTE across 13 countries.

SITEL

2 years 10 months

Director of Account Operations - (India & APAC) Enterprise Srvcs & Process Owner - Tech Support BU

July 2007 - April 2010 (2 years 10 months)

This position reports to the Regional Vice President - North American Operations & Global Account management & a dotted line to the India region country Manager & Senior VP, Responsible for a P&L in excess of \$120 MN. I am accountable for a P&L exceeding \$15 MN USD, provide strategic direction for leading the growth of SITEL Corp BFSI & the Enterprise Services Business Practice to its revenue and growth goals in the next two year time horizon.

Responsible for process quality, scale & scope efficiencies, advising clients on offshore & nearshoring strategies, continuous improvement of people processes and driving market development initiatives

Senior Manager - Operations - Enterprise Services & BFSI

July 2007 - July 2008 (1 year 1 month)

Responsible for Program Delivery, Quality, & delivery on Metrics & Profitability on these BFSI & Enterprise accounts

WNS

Senior Manager - Operations - Enterprise Service

May 2006 - May 2007 (1 year 1 month)

Responsible for Service Delivery, Client Management & P&L responsibility for a prestigious Enterprise Services (Utility) client of WNS.

NA

Sabbatical (Personal reasons)

May 2005 - April 2006 (1 year)

Prudential Process Mgmt Services

Asst. Manager - Operations

2003 - 2005 (2 years)

Servicing customers invested in the with profits products, investment bonds, annuities, multiple portfolio services etc...

Indusind Media & Communication Ltd

Market Research Executive

April 1999 - January 2003 (3 years 10 months)

Primary, Secondary & Tertiary Research across

FMCG, Telecom, Automobile, Retail & ISP's

Education

Indian Institute of Management Ahmedabad

MDP (Management Development Program), Revenue Management & Dynamic Pricing · (2008 - 2008)

Institute for Technology & Management, Mumbai

MDP (Management Development Program), Marketing Strategy - Product & Services Marketing · (2006 - 2007)

Financial Planning Certification (Chartered Insurance Institute) UK
FPC 1, Financial Products - Regulation, Advisory & Marketing · (2003 - 2005)

MBA - Marketing (Institute For Technology & Management) Mumbai &
Southern New Hampshire University

MBA / PGDBM, Marketing Management (Services, Product
Marketing) · (2003 - 2005)