**Prerana Narvekar**

Date of Birth: 26th January, 1985

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Permanent residential address : D-1303, Sai Radha Complex, Bhandup(W), Mumbai 400078

**Degree & Specialization: BE (Instrumentation) + PGDM-Ebiz – Finance**

* A value driven professional with around 8 **years’** experience in the areas of Project Management, Business Analysis, & Software Implementation (Banking and Investment Banking domains) in the Banking and IT Industries.
* Presently employed with State Bank of Indiaas **VP – (New Businesses)**

**Core Competencies**

* New Line of Business, Business Planning & Product Incubation
* Project Scoping & Management Vendor and team Management

**Organisational Experience**

**State Bank of India July 2010 till date**

**VP – (New Businesses)**

**Responsibilities:-**

* Implementation of New Business Lines and Digital Initiatives
* Research, feasibility & market studies on new technologies and new businesses that can be adopted by the Bank.
* Conceptualisation of the project, conducting cost benefit analysis and formulation of strategy & business case for project implementation and seeking project approval from Board of Directors.
* Managing the projects from their inception stage to implementation and stabilisation, monitoring KPI’s focused on time and budget.
* Project Scoping, Requirement Gathering and Process Flow Analysis.
* Floating the Requests for Proposals (RFPs) and vendor evaluation. Managing the vendor teams for timely implementation of projects and post implementation analysis.
* Co-ordinating with the Bank teams across the country for implementation of the projects within challenging timelines across 16000+ branches.

**Projects:-**

1. **Wealth Management: SBI Exclusif. Introducing the Wealth Management Business as a new Business Line for the Bank. (2015 – 2016 till date)**

Role:

* Part of the team responsible for Strategy formulation and implementation for launch and roll-out of the WM business including facets like Products & Services, Value Proposition, Technology enablement, Sales and Relationship Model, Organisation Structure and Recruitment, Business Model & Branding & Marketing

Highlights:

* + Launched a transformational e-Wealth Centre for Wealth Advisory and Transaction Processing over audio and video channels.(First of its kind in India).
  + The Project was successfully launched by the Bank in Bangalore Jan 16 and Delhi in July 16th and rollout across the country is underway.

1. **Digital Banking Project: sbiINTOUCH (2014)**

**Role:**

Research, evaluation and implementation of Digital Banking Outlets (SBI InTouch) – a revolutionary, automated way of Banking for the State Bank of India.

* Idea formulation and Concept Paper creation for the project, Cost Benefit Analysis of the Proposal and presenting the same to the senior management of the Bank.
* Project scoping, conducting the RFP process and vendor evaluation.
* Business Process Design and implementation. Drafted detailed process flows & functional specification documents for implementation for transactions like account opening, loan applications (home and car), predictive analytical models, etc.

Highlights:

* Implemented state of the art and revolutionary digital branch concept sbiINTOUCH at 7 locations in record 3 months’ time
* Unique feature of opening an Account on self-service Kiosk and instant issuance of personalised photo Debit card which no other Bank in the country is offering presently.

1. SBI’s Social Media Channel

Role:

Set up the State Bank’s presence on social media. As a first step in the social media domain, Bank launched the official Facebook page during November, 2013.

Highlights:

* Built a powerful engagement platform with consumers & followers and presently has 5.0 + million likes

1. **Enterprise Social Network: SBIAspirations (2013-2014)**

**Role:**

* Evaluation and implementation of a Collaboration/Social Networking Platform for the Bank to foster knowledge sharing, search, collective project management, idea generation, feedback, etc., within the organisation. Marketing and driving adoption of the platform for employees.

**Highlights:**

* Successfully implemented the project across 16000 branches, regional offices, administrative offices and the head offices within duration of 1 year. Presently the Chairman and Top Management of SBI use the platform for sharing their vision with the staff and collecting feedback and ideas.
* Garnered acceptance of a revolutionary social platform within SBI with over ~1,10,000( 60% of total workforce) users through strategic adoption programs (Avg employee age is ~ 45), leading to enhanced collaboration and knowledge retention.

1. **The Green Channel Counter(GCC) (2010-2012)**

Role: Implementing and improvising a digital platform for paperless branch banking\

The GCC is a PoS terminal integrated with the Core Banking System, for facilitating basic Banking transactions.

Highlights:

* Successfully implemented large scale roll-out of the GCC in over 6000 Branches within a period of two months across the country.
* Led to transaction time reduction by 60% and reduction in usage of paper
* Over 2 lakh transactions are conducted through this channel daily

**WIPRO Technologies August 2006 – June 2008**

**Project Engineer**

**Responsibilities:-**Conducting analysis of Interest and Transaction Fee Accrual for the Prime Brokerage Function for Hedge Funds, of an International Investment Bank.

* Collecting business requirements from the Client based in New York
* Drafting the business requirement specification and Test Cases.
* Designing, developing and implementing enhancements for the application.
* Obtaining the User Acceptance from New York based users.
  + Interacted with teams across geographical locations for application support.

**Projects:-**

**Accrual Calculation Engine:-**

System Design, Enhancement & Support for ACE (Accrual Calculation Engine) a Prime Brokerage application of an International Investment Bank (Enabling Calculation, Posting, Business Rule Modifications for Interest Accrual and Ticket Fees)

* + Repurchase Agreements:- Developing the system to charge these transactions. This helped the Investment Bank in increasing earnings by charging the repos being missed in the earlier process.

**ACADEMIA**

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| **PGDM –Ebiz-Finance** | **WE School** – Welingkar Education, Mumbai | 2010 | **72%** |
| **Bachelor Engineering -Instrumentation** | **Vivekanand Institute of Engineering** , Mumbai University | 2006 | **71%** |
| **H.S.C.** | **K.J Somaiya** , Maharashtra Board | 2002 | **86%** |
| **S.S.C.** | **Udayachal High School**, Maharashtra Board | 2000 | **85%** |

#### Summer Internship: Reserve Bank of India (May 2009 – June 2009) 2 months

#### Achievements, Awards & Certifications

* + Managed the successful Launch and implementation of 4 major initiatives in the Bank viz, Wealth Management, Digital Banking, Green Channel Counter & Enterprise Social Network within challenging timelines.
* Awarded the “Shaker Title” for automating a critical function for Accrual Calculation Engine.

#### Extra Curricular Activities & Interests

* 2008 -Won Inter B-School Table Tennis team event at NITIE
* 2005 - Captain of T.T Team- Won 4th Place in Mumbai University
* 2005 - Sports-Girl of the year – Vivekanand Institute of Technology