# Abhinav Kumar Jayaswal

House no 52, Shiv Bhawan Colony
Police line road
Bhagalpur (Bihar) – 812001
*(Work Location - **Gurugram**)*

**Contact Number:** +91 7827637970
**E-mail Id:** itsabhinavj@gmail.com
LinkedIn ID

## Professional Summary:

- Result oriented professional bringing ~**10 years** of experience across Consulting, Sales enablement & Operations and Knowledge build; driving business transformation through insights, advisory and digital interventions
- Deep knowledge and expertise in secondary research, insight generation and stakeholder communication along with **ideating and implementing process improvement initiatives** that led to continuous improvement & business impact
- Assisted global firms across industries (Life Sciences, Healthcare, Consumer Goods, Retail, Banking, Manufacturing, High Tech, Media)
- **Strategic thinker, multi-tasking ability** with good communication skills, both written and verbal along with strong presentation, client, and team management

## Professional Experience:

| | | |
|---|---|---|
| **Company** | : | **Genpact Ltd., Gurugram (May'17- present)** |
| **Designation** | : | **Assistant Vice President**, Growth Intelligence Unit (GIU) effective July'22 |
| **Promotions** | : | Previously worked as **Senior Manager**, GIU (Dec'19 - June'22) & **Manager**, GIU (May'17 - Nov'19) |
| **Tenure** | : | **May 2017 – current (7 years 5 months)** |

| | | |
|---|---|---|
| **Company** | : | **Tata Consultancy Services, Noida (Mar'13-May'15)** |
| **Designation** | : | System Engineer |
| **Tenure** | : | **March 2013 – July 2015 (2 years 4 months)** |

## Detailed Experience:

### Growth Advisory and Sales Enablement – Enabling teams to source inflows and bookings

- Part of Sales Enablement (Go to Market) function and currently leading the research & insights team for two industry verticals - High Tech, Manufacturing (H&M), Consumer & Healthcare (C&H) along with People Intelligence team
- **Drive inflows in existing accounts and new hunting logos** by effectively weaving G's solutions with company's pain points and unearthing connections with target account stakeholder - top 100 mining account pursued along with 20+ hunting campaigns and sourced 20% of total org inflows
- **Opening new customer segments** – formalizing & enabling sales process to target high growth disruptive start-ups companies in newer & emerging sub verticals vs traditional industry segments - $1Bn pipeline added in just one year and 22 new logos including leaders in Fintech, HealthTech etc.
- **Building and scaling sales operations** – building in-house **GenAI enabled tools** to drive predictability, improve productivity and efficacy of sales and business team – 15% reduction in sales cycle time through collaborative workspaces built for 100% priority accounts housing 500+ research assets, multiple in-house tools created that simplified quarterly earnings, industry & account signals etc.
- **Scaling Digital Transformation to streamline GTM** – cutting edge platforms built for insights generation, dissemination, collaboration and skill building by creating a collaborative structure space played a pivotal role in conceptualizing and operationalizing Digital Workplace – a self-service platform on MS Teams providing intel/collaterals across account/deal journey

- Handling a team of 11 research professionals- responsible for upskilling, appraisals, talent hiring and development

*Detailed Experience (Cont'd)*

## Business Research and strategy – Creating insights and knowledge infrastructure for business growth

- Responsible for creating & delivering multiple strategic research services ranging from **industry & account intelligence, opportunity assessment, people intelligence and competitor insights**
- Led the creation and on-ground implementation **of Large Deal Origination playbook at an Enterprise level**
- Collaborating with Account Excellence team to **streamline account planning process for front end teams** with a focus on surfacing new deals, nurturing existing opportunities & create a bold account vision **across 100 a/cs**
- Co- led transforming research & insight generation process by building industry leading capability and driving innovation while strengthening the core: **led the design methodology, approach formulation and on-ground implementation** (gap assessment, change management & governance) for three account research tenets – signal capture & dissemination, People intelligence and Account competition intel and **scaling through Generative AI**
- Helping drive growth by proactively working on various strategic initiatives at Company level and collaboration with various teams/stakeholders – **Large Deal team**, **Marketing, Strategic deal team, Private Equity team, Global alliance, Operations, Risk Assessment, Knowledge management**
- Responsible for **developing "Do-it-yourself" repositories** for better GTM readiness leveraging external experts' platform and managing third party vendors/tools ecosystem for deeper collaboration
- Worked as a Mainframe developer, as part of retail solutions team with an aim to create pricing environment for a large US retail client
- Worked for a large US Pharmacy to optimize their prescription benefit system as Mainframe developer & system integration tester

## Awards & Achievements (non-exhaustive):

- Stellar award for building a robust framework to qualify & target Disruptive, high growth companies & working on E2E solutioning for this segment with field teams
- Spotlight Award for effectively handling H&M vertical & multiple org level strategic initiatives
- Stellar Award for driving inflows through strategic consulting and enabling large deals with the CLL team (core service line) for FS North America
- Spotlight Award for excellent project management skills which led to great impact and strong stakeholder VOCs
- Spotlight Award for partnering with marketing team and creating Buyer Persona repository (100+ assets) for G's prioritized verticals/service line in partnership with CJ360
- Best Team Award in Dec 2013

## Expertise and Skill set

- Business Strategy & Planning
- GTM Strategy & Execution
- Stakeholder & Client management
- Data Analytics, SQL, Tableau

- Hypothesis based problem solving
- Analysis Design & Interpretation
- Team Leadership, Motivation & Development
- Working knowledge of relevant secondary databases

## Academic Qualifications:

| Qualification | Institute | Board / University | Year | % / CGPA |
|---|---|---|---|---|
| MBA | FORE School of Management, Delhi | - | 2017 | 7.8/10 |
| BTech (CSE) | G. L. Bajaj Institute of Tech & Mgmt., NCR | UPTU | 2012 | 71% |
| XII | Adwaita Mission High School, Banka | CBSE | 2008 | 75% |
| X | Mount Assisi School, Bhagalpur | ICSE | 2006 | 91.6% |