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Professional Summary:

- Result oriented professional bringing **8.5+ 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 and stakeholder communication along with **ideating and implementing process improvement initiatives** that led to continuous improvement & business impact
- Assisted global firms across industries (Banking, Manufacturing, High Tech, Media, Consumer Goods, Retail)
- **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 2022
Promotions : Previously worked as **Senior Manager**, GIU (Dec'19 - June'22) & **Manager**, GIU (May'17 - Nov'19)
Tenure : May 2017 – current (6.5+ years)

Company : Tata Consultancy Services, Noida (Mar'13-May'15)
Designation : System Engineer
Tenure : March 2013 – May 2015 (2.7 years)

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 inflow added in just one year and 22 new logos including leaders in Fintech, HealthTech etc.](#)
- **Building and scaling sales operations** – building in-house collaborative platform 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](#)
- **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

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**
- Collaborating with Account Excellence team within G to **streamline account planning process** with a focus on surfacing new deals, nurturing existing opportunities & create a bold account vision **across 100 priority accounts**
- 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 - **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
- People Leadership
- Hypothesis based problem solving
- Analysis Design & Interpretation
- Team Leadership, Motivation & Development
- Buy-in & Conflict Resolution

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% |