**Abhinav Kumar Jayaswal**

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*(Currently WFH)*

**Career Summary:**

* 8+ years of cross functional experience across Consulting, Sales enablement & Operations and knowledge build driving business transformation through insights, analysis and digital interventions. With an entrepreneurial, boundaryless approach and mindset, I believe in driving clarity, simplifying ambiguous situations and business problems with an ability to navigate and influence across the organization. I lead with a strong sense of ownership to drive business outcomes and making people successful.

**Profile Summary:**

* Result oriented professional bringing 8+ years of experience in market & account research, strategic consulting, and team management with an aim to **enhance decision making through insights and advisory**
* Deep knowledge and expertise in secondary research and stakeholder communication along with **ideating and implementing process improvement initiatives** that led to continuous improvement
* Assisted global firms across verticals (Banking, Manufacturing, High Tech, Media Consumer Goods, Retail)
* Prepared various deliverables, including industry briefs, research decks, company profiles, competitors positioning strategy reports, go-to-market strategy, battle cards etc. to capture relevant information and insights
* **Strategic thinker, multi-tasking ability** with good communication skills, both written and verbal along with strong presentation, client, and team management

**Skills/Tools Knowledge and Expertise:**

* Market research/intelligence
* GTM Strategy & Execution
* Stakeholder & Client management
* People Leadership
* Capital IQ, Factiva, ZoomInfo, Draup, Boardroom insider, XIQ, Alpha sense, Everest, IDC, Nelson Hall, Finlistics, LinkedIn Sales Navigator, Board Ex
* MS Office (Word/Excel/PPT/Outlook) and Teams

**Professional Experience:**

##### Company : Genpact Ltd., Gurugram

**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 years)**

**Detailed Experience:**

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

##### Part of Sales Effectiveness & 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

Detailed Experience (Cont’d)

##### 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 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 market & account intelligence, opportunity assessment, people intelligence and competitor insights

##### Collaborating with lead client partner and transformation services partner across geos on account planning with a focus on surfacing new deals, nurturing existing opportunities & create a bold account vision

##### 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

* 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

**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

**Professional Experience:**

##### Company : Tata Consultancy Services, Noida

Designation : System Engineer

Tenure : **March 2013 – May 2015**

**Detailed Experience:**

* Worked as a **technical developer**, as part of retail solutions team with an aim to create pricing environment for a large US retail client - received **Best Team Award in Dec 2013**
* Worked for a large US Pharmacy to optimize their prescription benefit system

**Academic Qualifications:**

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