

RAVISH KUMAR

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EDUCATION QUALIFICATION

Indian Institute of Management at Indore – (IIM - Indore) (June 2007 – Mar 2009)

PGDM – Strategy & Marketing, GPA: 2.79/4.3 (70.66%)

Punjab Engineering College, Chandigarh (Aug 2002 - Apr 2006)

Bachelor of Engineering – Electrical, Score: 63.62%, among top 15 students

PROFESSIONAL EXPERIENCE

Supertech Limited – VP- Strategy & Finance (Retainership)

Nov 2024 – till date

Supertech Limited is a leading Indian real estate developer known for landmark projects like Supernova and North Eye. Specializing in residential, commercial, and hospitality spaces, the company has delivered over 90,000 units. Declared insolvent in 2022, its operations are now managed under a court-appointed resolution professional.

Strategic Planning

- Business Plan Assistance:** Developed a comprehensive resolution plan for Supertech Limited, including identifying unsold inventory, mapping liabilities (lenders and land authorities), and estimating expected sale prices for ongoing projects across multiple locations in India.
- Budgeting, Forecasting, and Sensitivity Analysis:** Planned and budgeted construction costs, aligned with projected sales across various projects, and forecasted future cash flows.
- Stakeholder management:** Liaison with different stakeholders within and outside the organization for successful resolution.
- Legal compliance** – Working with various stakeholders internally including legal and finance team to ensure various NCLAT and Hon'ble Supreme court orders are adhered to in the plans that are submitted for approval.

Transaction Support

- Investor Identification and negotiations:** Worked with Promoter to identify potential investors to help in resolution plan. Discussing the terms of the term sheet and co-developer agreements.
- Due Diligence:** Worked with various agencies for detailed financial and operational due diligence, identifying risks and opportunities to facilitate informed decision-making in complex transactions.

Operational Support

- Ongoing Financial Reporting:** Streamlined reporting processes by creating automated dashboards, ensuring timely and accurate financial insights for management.

Groupe Voxco Inc. – VP – Strategy & Revenue Operations (Retainership)

Sep 2022 – Oct 2024

Voxco is a SaaS company (Data Analytics and Survey Software) HQ'ed in Montreal Canada. My role entails fostering seamless communication and collaboration among essential stakeholders such as executive leaders, board members, and department leaders.

Strategy

- Analyzing market trends, competitor behavior,** and internal capabilities to formulate strategic plans
- Identifying opportunities to **increase revenue and improve operational efficiency**
- Overseeing the integration of new technologies, processes, or methodologies to improve efficiency and

- productivity and also **monitor key performance indicators (KPIs)** of different departments.
- Planning and setting the overall direction and strategy for the company's sales team, by aligning sales, marketing, and customer support processes to meet and exceed KPIs.
- Identified, developed and implemented** online direct sales options for prospective customers.

Revenue Operations & Customer Success

- Communicate with customers to meet needs and long-term goals, gather and deliver information between internal and external teams, track and optimize customer retention metrics, manage customer success team.
- Working with Sales & Marketing team to identify potential gaps and ways to improve performance and leads.

Operations

- Leading India Operations for Group Voxco's India entity Actify Datalabs Private Limited, including Sales, Contracts and finance functions.
- Actify India is a data analytics company with their Data Analytics Platform 'Adaptify' that helps large and Mid-sized organizations to take actionable insights from the large chunk of data.

KPMG, India – Associate Director

August 2014 – September 2022

Strategy & Sales Enablement

- Sales Strategy & Enablement
 - Worked with one of the largest cab aggregators and helped **improve their GTM** for customer stickiness and driver **loyalty and expansion** into newer geographies
 - Worked with one of the largest **B2B wholesalers** in India to develop their India roadmap.
 - Worked with one of the real estate developers based out of North India who are undergoing insolvency for their resolution mechanism
- Strategy building for KPMG in India till 2020
 - Identification of **Mega trends, new go-to-market structure, Portfolio assessment and financial projections** till 2020, Identified new areas of investments for the firm and organization structure
 - Establishing governance model to track pipeline, **weekly reviews** with **India Leadership team**, discussion on large opportunities (> **1cr INR**) and go to market strategy
 - Conduct opportunity pipeline analysis, revenue analysis, revenue/employee and revenue / partner, **BlueSky analysis** basis yearly targets and highlights key areas that are lagging

Project Management (Operations)

- **Lead GST PMO for clients based out of North India**
 - Achieved more than **150 cr of sales** in the Northern Region
- PMO for driving sales and revenue for **top 25 priority accounts (with yearly revenue more than 5 cr)**
 - Working with Account lead partners to improve sales and revenue for priority accounts
- New Opportunities from Investment Promotion Projects (**Enterprises setting up new factories/ offices**)
 - Single point of contact for all opportunities arising out from Investment promotion (> **100 cr**)

Achievements

- Awarded “**Super Team**“for GST PMO assignment
- Rated 2 (Exceeds performance expectations) for 4 years at KPMG

Metaflex, India (a French manufacturing firm) - EA to Managing Director

July 2013 – July 2014

Sales Strategy

- Assist MD & CEO to lead and drive overall business strategy including Sales & Marketing strategy, competitive market research, online presence and sales incentives for sales team
- Quarterly and Yearly Sales target and budget planning: **Target to reach 200 cr by 2017 from 40 cr in 2014**

New Product Development

- Market Research to identify new trends in Healthcare and Food Processing Industry

- Working with Engineering and R&D team for new product incubation: Medical doors (**first year sales 8 cr**)

Ahluwalia Contracts, India – EA to Deputy Managing Director's Office
September 2010 to July 2013

- Took all **strategic and business decisions** for Ahlcons India (**Revenue c. 60 cr.**) for a period of 1 years
- Analyzing project performance, reviewing Budgets, variance analysis P&L for all project sites.
- Supporting decision making abilities by conducting detailed analysis on key strategic issues

Achievements

- Rated **STAR** performer during yearly appraisal for overall performance

Era Infra- Senior Executive – CEO's office

April 2009 – May' 2010

- Analyzing MIS sent from various sites, regions and presenting the concern areas to top management.
- Played vital role in starting a Business school from the house of Era Group, Era Business School.

INTERNSHIP

Investment Banking Division, Singhi Advisors, Delhi

April 2008 – May 2008

- Scouting for Strategic Investor for a company in Food Processing Industry (Mushroom) : **Size ~ 60 cr INR**
 - o Preparation of Information memorandum, identifying potential buyers, initiating dialogue
 - o Did financial valuation using DCF, FCFF and Peer multiple methods of valuation

OTHER INFORMATION

- Founded and run a patent research firm “Onus Research Services” at Chandigarh for 6 months. Responsibilities included identifying targets law firms, sales and operations
- **Won Marketing Competition** for Branding of Cricket team at IIM Indore, 2008.