

AJAY KATHURIA

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CAREER SUMMARY

A tech entrepreneur with hands-on experience in various divisions of an Internet-based business. Possess in-depth understanding about **Operations & Strategy**, **Sales Planning**, **Marketing**, **Recruitment** and associated business functions.

Looking to work in a challenging position within an entrepreneurial minded company where I am able to leverage my skills and creativity.

PROFESSIONAL EXPERIENCE

Manager - Operations & Strategy | Pasta Lifestyle Solution Pvt. Ltd. (June 18 - Aug 19) - 1 year & 3 months.

- ✓ Worked extensively with the founders of the company and conceptualized an implementation plan for a pilot test for a new line of business.
- ✓ Developed Industry-First Operations Manual by carrying out in-depth industry research in Indian Fitness space.
- ✓ Developed several internal and external quality assurance protocols such as “Smart Scale Fitness Consultation”, “Tablet Feedback” etc.
- ✓ Developed novel and innovative service standards for the customers such as “Claim your Hardwork”, “App Fitness” etc.
- ✓ Carried out Sales Budgeting (P&L) and Efficiency Planning through rigorous data analysis on a regular basis.
- ✓ Carried out Recruitment Planning & conducted periodic trainings for the managerial staff on Operations and Sales.
- ✓ Managed key accounts and oversaw accounts payable and accounts receivable.
- ✓ Lead and motivated a team of over 100 people within a time-sensitive and demanding environment, including setup and implementation of career development plans for all direct reports and problem resolution

Founder | CLASSVENUE.COM (June 17 – March 18) - 10 months

- ✓ Carried out in-depth Market Research and Analysis of fitness and wellbeing sector in India.
- ✓ Discovered a novel and innovative solution that could solve everyday problem of reciprocity for fitness consumers.
- ✓ Founded ClassVenue.com with an aim to make fitness services more accessible to the consumers.

- ✓ Hired a team of well experienced IT professionals and Marketing interns.
- ✓ Developed an IT product as a business solution offering.
- ✓ Carried out social media marketing campaigns for idea promotion and awareness.
- ✓ Partnered with over 50 fitness clubs and carried out a pilot test to study the feasibility.

Managing Director | Sinomek AutoComp Pvt Ltd. (Aug 13 – May 18) - 4 years & 9 Months

- ✓ Launched a range of new products.
- ✓ New customer acquisitions through online and offline means.
- ✓ Added new materials to the company manufacturing portfolio.
- ✓ Managing the business processes and facilities.
- ✓ Managed raw materials requirement.
- ✓ Infrastructure Planning and Optimization.
- ✓ Increased Operational capabilities by employing new technology.
- ✓ Arranging resources for supply.
- ✓ Manage staff levels, wages, hours, contract labor to revenues.
- ✓ Supervising the workforce and managing the company accounts.
- ✓ Maintaining product portfolio for the company.

FORMAL EDUCATION

Graduate in B.A Vocational from College of Vocational Studies, Delhi University.

GRADES –

Elementary level	INSTITUTION	PERCENTAGE	YEAR
B.A Voc. (Marketing Management & Retail Business)	College of Vocational Studies, Delhi University	66.91 %	2013
12 th Grade	D.A.V Public School, Dayanand Vihar, Delhi	79.25 %	2010
10 th Grade	D.A.V Public School, Dayanand Vihar, Delhi	77.6 %	2008

UNIQUE INDIVIDUAL SKILL/S

Excellent communication skills that leads to phenomenal success in various business areas such as Sales, Promotion, PR, Alliances & Leadership. Knack for getting any sort of work done thus ensuring maximum productivity & efficiency.