

Professional Summary

Results-driven Banking Professional with 13+ years of experience in Marketing, Risk Management, and Business Development. Proven track record of driving business growth, leading high-performing teams, and fostering strong relationships with clients. Currently, a senior leader at Inazuma.co, leveraging expertise to propel the organization's success.

Professional Experience

Executive Vice President - Banking & Financial Services

Inazuma.co | Oct 2022 - Present

Marketing Officer (BA12)

Canara Bank (Indian Government Undertaking) | Oct 2009 - Sep 2022

Key Achievements:

- Conceptualized and executed marketing campaigns, resulting in a 25% increase in new customer acquisitions
- Developed and implemented risk management strategies, reducing non-performing assets by 15%

Responsibilities:

- Led cross-functional teams for product launches and promotional events
- Collaborated with the underwriting team to enhance credit appraisal processes

Assistant Manager - Retail Banking

HDFC Bank Ltd. | Jun 2007 - Sep 2009

Key Achievements:

- Consistently exceeded sales targets, earning the 'Best Performer' award for two consecutive quarters
- Streamlined the loan processing workflow, reducing turnaround time by 30%

Responsibilities:

- Managed a team of bank tellers, providing coaching and guidance to enhance customer service
- Analyzed market trends to inform product development and marketing strategies

Sales Officer

ICICI Prudential Life Insurance Co. Ltd. | Jan 2005 - May 2007

Key Achievements:

- Achieved a sales growth of 40% YoY, contributing to the team's overall success
- Developed strong relationships with clients, resulting in a 90% policy retention rate

Responsibilities:

- Conducted needs analysis for clients, offering tailored insurance solutions
- Collaborated with the claims team to ensure seamless claim processing

Education

Master of Business Administration (MBA)

Indian Institute of Management (IIM) - Bangalore | 2005

Technical Skills

Business & Finance:

- Marketing
- Banking
- Insurance
- Risk Management
- Business Analysis
- Underwriting
- Portfolio Management
- Business Development
- Loans
- Credit

Technology & Data:

- Management Information Systems (MIS)
- Commercial Banking Systems
- Data Analysis & Interpretation

Leadership & Management:

- Sales Team Management
- Channel Marketing Management
- Relationship Management
- Claims Management