

# SOUVIK BANDOPADHYAY

Business Head | Business Transformation Consultant

## SUMMARY

- Visionary professional with **12 years** of progressive experience in driving business growth and transformation across insurance, credit cards, retail banking, wealth management, and FMCG distribution sectors.
- Expert in leveraging cutting-edge technologies such as Conversational and Generative AI to redefine customer engagement and operational efficiency. Proven success in system restructuring, market penetration, and leading large-scale projects to fruition.
- Adept at fostering robust team dynamics and energizing cross-functional teams to exceed targets through strategic oversight and effective leadership.
- Hands-on experience in analyzing business data, specializing in market analysis, follow-up reporting, and data visualization.
- Demonstrates a unique blend of technical and business acumen, ensuring that strategic initiatives align with corporate goals. Known for a pragmatic and analytical approach to tackling complex business challenges and delivering sustainable results.
- Proven track record of leading high-performing teams to exceed sales targets and deliver exceptional results.
- Skilled in negotiation, market analysis, and relationship management, with a keen ability to identify and capitalize on emerging market trends.

### KEY ACCOMPLISHMENTS:

- Practiced in Situational Leadership, enhancing communication, motivation, teamwork, and coaching to elevate performance.
- Direct experience in founding and expanding an international logistics-freight e-commerce startup from inception.
- Received the top performer award pan India for two consecutive years @ HDFC Bank, Tata AIA Life Insurance, Pune.
- Achieved the top performing Regional Head award @Cogoport(Accel Partners portfolio), Mumbai, India.

## EXPERIENCE

### Sept 2022 – Jul 2024: Infosys Consulting, India | Business Consultant

- Led a transformative program to convert a leading Indian bank into a Conversational AI-driven enterprise.
- Played a key role in PMO, developing solutions that optimized organizational processes.
- Involved in creating data-driven business and operational models to maximize client value in both Scrum Master and Business Analyst roles.
- Contributed to the design and development of transformation roadmaps and proof of concepts for future organizational processes.
- Conducted ideation workshops with global business and technical professionals, translating requirements into prioritized roadmaps, preparing business cases, and tracking value realization.
- Performed knowledge transfer to clients and supporting organizations throughout all project phases.
- Augmented sales by upselling and cross-selling new products and services to existing customers.
- Coached and trained staff to ensure compliance with company policies and procedures.
- Produced quotes and proposals, emphasizing value and benefits to prospective clients in collaboration with Delivery Teams, Pre-Sales, and Partner/Contractor TSM.

## CONTACT

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## CORE SKILLS

- Strategic Planning
- Sales Leadership
- Business Development
- Market Penetration
- Revenue Growth
- Client Relationship Management
- Team Leadership
- Negotiation
- Stakeholder Engagement
- Performance Management
- Business Transformation
- Operational Excellence
- Process Optimization
- Customer Experience Management
- Competitive Analysis
- Training & Development
- Risk Management

## EDUCATION

- **Master of Business Administration** in Marketing Management, Operations Management, University of Calcutta, India – 2012
- **Bachelor of Technology** in Information Technology, West Bengal University of Technology, India – 2010

## CERTIFICATIONS

- Certified by PMI in Ken Blanchard - Servant Leadership
- Certified IBM Data Science Professional Certificate - Course 1
- Certified Global Agile Practitioner - Infosys
- Infosys Certified Generative AI Professional
- Certified by PMI in Strategic Thinking

## TECHNICAL SKILLS

- Application: CRM, MS Office, G-Suite, Jira, VYMO, PeopleSoft, Kore.ai, Draw.io, Yellow.ai, Vertex AI

#### **Nov 2020 – Sept 2022 | HDFC Bank, Tata AIA Life Insurance | Cluster Head**

- Identified gaps in the Lead Generation process and implemented a mapping technique based on BANT Analysis and the existing customer base.
- Designed a portfolio management model with HDFC Bank's Private Banking Group, positioning insurance-investment products as long-term debt fund alternatives.
- Predicted "Next Best Actions" for the Sales team, focusing on higher productivity.
- Transformed the Field Sales team to a predictive rather than diagnostic approach, enabling data-driven decision-making.
- Developed an "FTR Underwriting" team within Field Sales to significantly reduce policy issuance time and improve customer experience.
- Introduced an industry-first "Predict and Prevent" strategy by enabling MEDIX and Practo Plus services for customers.
- Conducted regular performance reviews and appraisals with Line Managers.
- Monitored, assessed, and evaluated KPIs in alignment with financial targets, pivoting operational strategies to enhance sales.

#### **Mar 2018 – Dec 2019 | Cogoport (Accel Partners portfolio), Mumbai, India | Regional Head**

- Initiated the digital transformation of the logistics business in Maharashtra's export pockets.
- Implemented a Sales Enablement Plan and Marketing Initiatives that added value for partners, facilitating their use of the platform to optimize logistics requirements.
- Analyzed Buyer Personas for Strategic Leads and identified key stakeholders.
- Identified IT gaps in the logistics market to introduce predictive pricing, which led to more accurate business planning and growth in container volumes and revenue.
- Expanded business opportunities in the Middle East Perishable Market by launching operations in Nashik and adopting a commodity-specific approach.

#### **Dec 2016 – Nov 2017 | ITS Group, Greater Noida, India | Growth and Strategy Manager**

- Coordinated digital transformation initiatives to relaunch the ITS Group brand, catering to education, healthcare, and dentistry.
- Identified synergies between cross-business groups and ensured stakeholder cooperation to add enterprise value.
- Supported the development of the Transformation team and business members.
- Applied systematic, disciplined, and data-based methods to improve processes and get to root causes.

#### **Apr 2015 – Mar 2016 | Focus Academy for Career Enhancement, Kolkata, India | Senior Manager - Business Development**

- Identified gaps in the skill development process in Engineering colleges and designed a six-semester roadmap to improve placement scores.
- Provided insights on best practices to generate performance improvement opportunities and enhance the team's critical thinking.
- Served as a strategic thought partner with leaders across institutions to design and guide initiatives that realized the vision of key decision-makers.

## **PRECEDING ASSIGNMENTS**

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Asian Paints Limited, India | Marketing Executive | Jun 2013 – Apr 2014

Adani Wilmar Limited, India | Area Sales Executive | Jun 2012 – Jun 2013