



singhal.swatee@gmail.com

Contact-8860906000

Chandigarh, India

www.linkedin.com/in/swateesinghal/

SKILLS

Business Development
Portfolio Management
B2B & B2C
Excellent Communication Skills
Planning
Data Driven Decision Making
People Management
Strong Execution
Leadership & Team Building
High Detail Orientation
KPI Management
Revenue Generation
Portfolio Management
Operations Management
Data Analysis
Excel, Tableau & SQL
CRM- Hubspot, LeadSquared, Salesforce
Partner Retention
Project Management
Perseverance & Hustling

CAREER SUMMARY

With customer focused approach, entrepreneurial spirit and grasp of latest tech, I bring in excellent business acumen for exponential growth. 11+ years of exp. in Business Development & Account Management, Supply Chain Operations and Project Management across Ed-Tech, e-Commerce, Unicorn Startups, Manufacturing R&D, Retail & Software Development. Promoted to positions of increased responsibility including international business.

EDUCATION

NITIE, Mumbai	MBA, Supply Chain & Sustainability, Gold Medalist	2015
RBIEBT, Mohali	B.Tech, Computer Science, University Topper	2010

EXPERIENCE

LEAD

Regional CEO	Chandigarh	Jun'22-Present
<ul style="list-style-type: none">• Heading B2B expansion and Brand Awareness in North region for quality school education• Revenue generation of \$5 Mn/Annum and keen sight of running portfolio of \$2.6 Mn/Annum• Developing, implementing and monitoring progress of yearly and monthly sales plan		

UNACADEMY

Associate Director	Bangalore	Jan'21-Jun'22
<ul style="list-style-type: none">• Delivered 6X revenue growth in 2021• Hired, trained, led & motivated a team of 150+ (Managers & BDs)• 3X increase on customer base in 2021 via GTM, Online/Offline promotions, educator connect• Designed the sales strategy, business goal setting & driving execution (quality & performance metrics, business growth & expansion)• Revenue generation portfolio of \$7 Mn/Annum for UG and PG categories• Strong Cross functional Connect (User Growth, Business, Product, Educators, Operations, Analytics, MIS, Content, Marketing & HR)• KPI management- Inside sales- Efficient calling, ARPU, Productivity/BD, Training Hrs, Rev Tgt• Strong focus on quality execution, improvement & solution implementation• Review Management- Plan vs actual, daily/weekly reviews basis sales plan		

Major Achievement

- Awarded for 'Exemplary Performance' for Mission September for highest revenue generation
- Awarded as 'Unmatched Resource' for Jul-Sep quarter

OYO UK Ltd.

Team Lead Business Development	London	Jan'20-Aug'20
Defined & executed go-to-market strategy for multiple product categories through innovative & customized business growth solutions		
<ul style="list-style-type: none">• Generated a revenue of \$0.9 Mn/Annum with 20% contribution margin• Performed extensive brand advocacy to convey competitive advantages & value propositions• Effective collaboration with internal stakeholders (product, tech, finance, marketing, legal, OTA, revenue) to ensure proactive funnel management• End to end mobilization of partner account in the system from acquisition to retention• Solid KPI monitoring (booking conversion%, occupancy%, revpar, room revenue) via Tableau for continuous improvement• Prepared & presented business reviews to senior leadership		

Major Achievement

Developed business partnerships in 2 new "high visibility" regions of London

CERTIFICATIONS

Google Ads Search,
Google, Aug'20

Fundamentals of Digital
Marketing, Google, Aug'20

Advanced Excel for
Financial Modeling, IIQF,
Aug'13

Lean Six Sigma, NITIE, Dec'13

AWARDS

UNACADEMY

'Relentless Leaders of 2021'

OYO

Founder Appreciation for
Branding project

CXO recognition for supply
chain OTIF% increase from
84% to 98%

Recognized as best performer
and amongst top 5 % of
workforce

TCS

Delivery Head appreciation for
project savings of \$12k/annum

OYO

Area Business Head

Chandigarh

Feb'19-Dec'19

Promoted to lead the business development and operations for Chandigarh, Punjab & Haryana

- Hired and led a team of 30+ BDMs and Ops Managers, created high engagement and high-performance culture via continuous feedback, appraisal & morale boosting.
- Responsible for business expansion via market analysis, partner acquisition & retention, contract management & negotiation, revenue realization, day to day operations, asset quality and guest experience SLAs
- Coordination with pricing team for asset recon & dispute resolution, revenue assurance audits, dynamic surge pricing & revenue recovery
- Analyzed business performance data – ARR, NPS, CTR, Channel wise revenue
- Daily, Weekly and Monthly task management & review of the team
- Handled Social Media escalations and red alert consumer issues
- Connected frequently with CXOs, VPs & AVPs to keep updated with ever dynamic business goals and new market opportunities

Projects

- Project Infinity: Take rate uptick bringing significant revenue growth
- OYO Switch & IoT Device: Guest Safety, Energy savings & Revenue leakage control
- Monthly Partner Delight: Significantly enhanced brand stickiness

Major Achievement

- Partner acquisition worth \$4.7 Mn/annum & account management of \$12.2 Mn/annum
- Awarded 'Most valued resource' for team development & creating leaders for succession

Vendor Management & Supply Chain Head- Central Supply

Gurgaon

May'17-Jan'19

- Developed VM & SC strategy, scaled operations from yearly buying of \$2.7Mn to \$21.4Mn
- Created KPI framework for performance management (OTIF %, Safety Stock %, Base Lead time reduction, Cost Savings, Payment Efficiency)
- Category Management- Branding, Appliances, Linen & Mattress, Furniture, Toiletries
- End to end management of vendor & supply chain ops- vendor capability analysis, sampling, brand approval, OEM rate contract & SLAs, projection, procurement, order processing, first mile & last mile coordination, vendor payments & dispute resolution
- Leveraged vendor partnerships for international business expansion-Apac, UAE, South Asia

Projects

- OYO Branding: On site asset branding- in house & Facade
- Supply Chain Tech Solution: Product master, Stock visibility, Order processing, UX
- Cost Savings: Product changes basis user feedback

Major Achievement

- Annual cost savings of \$1.5mn

Escorts

Project Manager-New Product Development

Faridabad

May'15-May'17

- Created detailed project road maps, plans, schedules and work breakdown structures
- Simultaneously executed Long, Medium- & Short-term projects-12 in total
- Managed multiple stakeholders (Product, Design, Development, Operations & Supply Chain, Sales & Marketing and After Sales Service)
- Reviews to senior leadership for project performance (Plan vs Actual)

Major Achievement

Recognition by Head R&D for agility in project execution leading to quick turnaround in product introduction in market

TCS

Systems Engineer

Gurgaon

Jan'11-May'13

- Conceptualized & developed Mainframe system using COBOL & SQL programming
- Coordinated with client to gather requirements for business enhancements, Impact analysis and error free implementation, business repository creation as PMO