

Vivek Mathur

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Pune, India

CXO & Intrapreneur with strong capability & leadership experience in strategy development, driving growth & digital initiatives, and P&L ownership, across multinational consulting firms, industry leaders, and startups.

Capabilities & Experience Summary

- Built & led a practice for a global consulting firm in India – Kurt Salmon Associates | Technopak
- Led corporate planning, growth strategy, performance improvement, alliances & digital initiatives, and incubated multiple new businesses for a Rs. 3000 cr. corporate group – Shoppers Stop Ltd.
- Extensive experience across consumer goods, retail and e-commerce, combining strategy, operations processes & technology.
- Cross-functional capabilities - wide & deep capabilities across all business functions & stakeholder management
- Change management across organisation to enable digital transformation & process improvement.
- Worked with scale of large corporate groups, and built startups from Zero to One.

Gosolo Services Pvt. Ltd.	Co-founder & Consulting Partner	Aug. 2018 – Present
Giftease Technologies Pvt. Ltd. (giftease.com)	Chief Executive Officer	Dec. 2012 – Apr. 2018
Shoppers Stop Ltd.	Vice President - Corporate Planning & Business Head: e-commerce	Nov. 2004 – Nov. 2012
Pantaloon Retail India Ltd. (Future Group)	Sr. Manager	Jun. 2004 – Nov. 2004
Integrated Retail Management Consulting Pvt. Ltd.	Director	Sep. 2002 – May 2004
KSA Technopak Pvt. Ltd.	Associate Director	Jun. 1995 – Aug. 2002
Arvind Mills Ltd.	Sales Officer	May 1993 – May 1995
HCL Ltd.	Engineer – R&D	May 1990 - May 1991

Education

Faculty of Management Studies (FMS) - University of Delhi	MBA	1991 – 1993
Institute of Technology (BHU) - Varanasi	B.Tech.(Electronics Engg.)	1986 – 1990

Details of Professional Experience

Co-founder

GoSoLo Services Pvt. Ltd.

Aug. 2018 – Present

As an independent consultant, I advise and assist corporates, startups & enablers with their strategy development, business model, technology decisions & roadmap, go to market strategy, growth, organization, omnichannel capability etc. Some recent engagements include expansion strategy development for INR 1000+ cr. fashion retailer, Omnichannel customer experience improvement for a leading tyre brand and process & systems development for a food service startup.

Also co-founding a digital platform which enables discovery, community & content for parents of school-kids & providers like tutors, coaches etc. I have been driving business model & product development and GTM for this bootstrapped startup.

Chief Executive Officer

Giftease Technologies Pvt. Ltd. (giftease.com)

Dec. 2012 – Apr. 2018

Built an ecommerce startup, from scratch, to become the #2 online lifestyle gifting site in India.

Giftease offered a curated range across over 50 product categories, and innovations like a unique gift delivery guarantee, data-driven recommendations, personalization etc., many of which were industry firsts.

As the founding CEO, I was responsible for building the business operating model, organisation, technology, operations processes and brand. Being very hands-on, I also directly managed *the product development & roadmap, digital marketing & analytics*.

With calibrated investment (~ Rs. 50 cr. over 5 years), I drove continuous improvement on all customer, operating and financial metrics, through relentless focus on execution, supported by analytics. However, we could not sustain the cash burn in the hyper-funded ecommerce space, and had to wind down operations in 2018.

Vice President - Corporate Planning & Business Head: e-commerce

Shoppers Stop Ltd.

Nov. 2004 – Nov. 2012

Planned & executed strategic growth, performance improvement, alliances, digital initiatives, and incubated multiple new businesses.

At the Rs. 3000 cr. group (including leading Department Stores, Specialty formats e.g Home Stop, Crossword, Mothercare & Hypermarkets, across multiple companies), I was responsible for **strategy, new businesses, growth & digital initiatives**, reporting into and working closely with the MD & CEO on these.

- Planned & incubated **new businesses** (eg Hypercity hypermarkets, airport retail, specialty, digital), where I was responsible for various aspects of market assessment, business planning, processes and systems implementation, developing franchises / JVs with leading international retailers & fashion brands etc.
- Evaluation and execution of several **Merger & Acquisition opportunities** e.g. merger with competing dept store, divestments of Café Brio business, & Mothercare stores.
- Drove several **performance improvement & operations excellence** programs encompassing customer service & store operations, private labels, merchandising & supply chain management for the various businesses, working in collaboration with the respective business' CEOs & Function Heads.
- Served as **Member of the Board**, of JV companies, providing strategy, performance improvement & governance support

- As member of the Group Management Committee, responsible for identifying, evaluating & implementing growth opportunities, alliances & special projects across various businesses. Worked with business CEOs/CFOs to monitor implementation of strategic projects, budgeting & tracking, corporate communication & governance e.g. internal audit.
- Led the **digital transformation** at the group, including development of online channels for Shoppers Stop, Home Stop & Crossword bookstores. This included developing and implementing the multi-channel roadmap for Shoppers Stop, Crossword & Home Stop, including own websites, marketplaces, as well as digital initiatives to enhance in-store customer experience, along with IT and store operations teams

In my dual responsibility as the **founding Business Head for www.shoppersstop.com**, I was responsible for developing a strong omni-channel presence for the brand. This included developing a best-in-category customer website, planning & implementing aligned and integrated processes and data flows for customer, merchandise & transaction data, to deliver a consistent customer experience across stores & website.

I was accountable for all aspects of the business, spanning technology product roadmap, website design and content, catalog development, digital marketing & analytics, merchandising, customer service and fulfillment, with P&L responsibility for this business, including evangelizing & driving change across the organization & with vendors & technology partners.

Sr. Manager

Pantaloon Retail India Ltd. (Future Group)

Jun. 2004 – Nov. 2004

India's leading retail group, where I worked on several business improvement projects during my brief stint, including implementation of Balanced Scorecard.

Director

Integrated Retail Management Consulting (IRMC)

Sep. 2002 – May 2004

An entrepreneurial retail consulting and technology firm where I led the strategy and operations consulting practice of the company, responsible for business development, project and client relationships. Successfully drove the organisation's growth by more than doubling in size in this period, and led engagements with marquee clients including Carrefour and ITC Ltd. (Fashion retail).

Associate Director

KSA Technopak Pvt. Ltd.

Jun. 1995 – Aug. 2002

Built & led one of the largest & most successful retail strategy & operations consulting practices in India.

KSA Technopak was the Indian joint venture of Kurt Salmon Associates (now a part of Accenture Strategy). I set up and led the retail consulting practice, driving business development, client and project management, and practice development, to achieve leadership position among retail consulting firms in India.

Led engagements with leading retail clients in India, UK and South-East Asia encompassing **new business strategy, market assessment & entry strategy, business startup & growth assistance, operations improvement, merchandising, technology selection, M&A advisory, commercial due diligence** etc., while establishing our thought leadership and building strong client relationships, including at C-level.

Joined Technopak as a Consultant, and grew with the organisation, to Senior Consultant, Manager and Associate Director leading the retail practice in India. Over this tenure, I worked with **several industry leading clients in India as well as internationally**, including ITC Ltd. (Wills Lifestyle), Shoppers Stop Ltd., Aditya Birla Group, DCM Shriram Consolidated Ltd, Landmark Group (UAE), C&A (Europe), Rustans (Philippines), Early Learning Centre (UK) & Storehouse (UK).