

Gaurav Srivastava

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Professional Summary

- Dynamic Business Head with over 20+ years' experience driving profitability, revenue and GTM strategy.
 - Created sales processes across diverse industries. Proven expertise in leading large high-performing teams.
 - Forging strategic partnerships, and implementing sales strategies align with organizational goals.
 - Have delivered on PnL metrics across , Start-ups, Large Scale Indian and MNC organizations.
 - Recognized for delivering exceptional results in fast-paced, competitive environments.
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Work Experience

Co-Founder Home Décor Ecommerce - May 2023 to Nov 2024

- Built business from scratch to launch on ecommerce platform.
- Product development, testing for market fit, Unit economics, marketing and revenue growth.

Business Head-Velocity (Fintech, Apr '22 to May'23) -E-commerce Funding

- Lead team to grow business by **400% yoy**, B2B Digital lending, Performance Management, Partnerships, Collections, Operations, 1 to 10 stage startups\.
- Built loan book to 100 crores from 25 crore, in a year.
- Created and implemented Sales SOP, Presales team, Sales Quality, Performance Management document, Funnel Management, CRM process.
- Successfully partnered and delivered business with Myntra, Amazon and lot of other cos.

Director- Acquisition – American Express (Feb'18 to Apr '22) - West and South Region

- Lead large Acquisition team, Portfolio Account development, Partnerships, Cross functional collaboration, Grew premium cards portfolio by 5x in 2 years for southern region.
- Handled complete international Regulatory project along with a team for successful delivery.
- Generated **125 cr of New annual revenue, acquiring 60k Premium Cards** annually
- Researched “Refer to friend – NPS metric” and its financial correlation to revenues leading to revenue growth of 8 % on newly acquired base.
- Achieved **highest productivity** across Managerial levels and significantly increased contribution of Premium Cards level for the team.

Business Unit Head (AP & TS) - Tata Teleservices –Dec 2015 to Feb 2017

- Leading AP & TS, circle for Post-paid, Broadband, GSM, Walkie, CDMA and Landline
- Part of Leadership Team for Circle, reporting to COO, contributing **150 Cr Revenue annually**.
- Responsible for P & L, Customer Life Cycle, Network Development, Trade, AOP.
- **Won contest - No.1 for PGA championship** – Priority Circles.

AVP – Zonal Head Credit Cards -GE-SBI –, Sept 10 to Sept 2012, Dec 2013 to Dec 2015

- **Led team to No1 position** by significant margin, across the organization, for 15 out of 20 months.
- Acquired 15k New, 6k approved customers on monthly basis.
- Operating with Highest market share across all locations.
- Leading Landmark Stores, Star Bazar, Karur Vysya Bank **at No. 1 position.**
- Ramped up the business from 50 accounts to 1400 accounts per month in 20 months.
- Increased Zonal contribution from 3% to 24% for cobranded cards.
- Received **CEO award, National Sales Award for cobrand cards and Thanks Award.**

Additional Relevant Roles (Brief)

- Getit Info – Sep’12 to Dec’13 Led Region for sale of Internet based products to SME’s.
- HSBC Cards and PL – Nov’06 to Sep ’10 – Led team to becoming No.1 location in Retail Cards acquisition.
- ICICI - Aug ’04 to Nov’06 – Led North Region to No.1 position with 600+ sales team.
- Bajaj Auto – Jun’02 to Apr’04 – Led Delhi/HR region through dealer distribution channel for Scooters.

Other Awards

- Rendezvous award in 2009 at HSBC.
- Star Channel Sales Manager Award at ICICI Bank in 2005.
- Star Sales Manager award at Bajaj Auto in 2003.

Certifications

- Harvard Certificate in Leadership Excellence – American Express.
- AI for Organizations Leaders by Microsoft and LinkedIn.

ACADEMIC CREDENTIALS

2000 – 02	Masters of Management Studies	Jamnalal Bajaj Institute of Mgmt. Studies, Mumbai
1995 - 99	B.E. in Production Engg.	Amravati University.

D.O.B. -- 04th June 1978