

## TRIBLY DSOUZA

+61 415329957 | 16values@gmail.com | <https://au.linkedin.com/in/triblydsouza>

### About Me

Dynamic and result oriented professional with 15 years of rich experience in Business Marketing & Managing Sustainable Profitable Growth. Deft in developing comprehensive business strategies and practical tactics that produce high measurable results. Possess strong communication, interpersonal, and leadership abilities with a reputation of forming productive business relationships across all levels. Enthusiastic, creative, and self-motivated individual accustomed to working in pressurized business environments with tight deadlines and limited resources.

### Key Expertise

#### Leadership

Envision & Strategize | Horizontal Thinking | Analyze Issues | Empower & Develop | Focus on Customer | Foster Cooperation | Take Risks & Innovate

#### Business Management

Sustainable profitable growth management | P&L Management | Inventory – Forecasting & Planning | Result orientation | Execution Focus | Customer Relationship Management

#### Marketing

Product Lifecycle Management | Go to Market strategy & Product Roadmap development | Product Launch | Strategic Pricing & Margin Management | Marketing Collateral development | Market Segmentation | Marketing Mix and Value proposition development | Competitor analysis | Branding & Marketing Communication

#### HR

Strategic Business Partnering | Leadership Coaching & Counselling | Change & Conflict Mgmt. | Talent & Performance Mgmt. | Compensation Administration | Recruitment & Exit Mgmt. | Org Design & Restructuring | Competency Management | HR Policies, Processes, and Procedures

### Experience Overview

Organization	Role	Duration
Officeworks Pty Ltd.	Margin & Pricing Analyst	Jan 16 – Till Date
Schneider Electric	Marketing Manager	Apr 13 – Sep 15
Schneider Electric	Senior HR Business Partner	Aug 09 – Mar 13
Tata Consultancy Services	HR Executive	Jun 04 – Aug 09

### Qualification

2005-08	MBA – Human Resources & Behavioral Science - (NMIMS), Mumbai, India
2003-05	Master of Commerce - Mumbai University, India
1998-03	Bachelor of Commerce - NM College of commerce and economics, Mumbai

## Experience Overview

### Officeworks

Jan 16 – Till date

### Margin & Pricing Analyst

Develop and execute the pricing strategy. Build the pricing capability through change management, pricing process redesign and pricing performance management. Implement market & data driven pricing solutions for the B2B channel. Negotiate pricing and positioning for new & existing services and contracts for varied customer segments & business verticals.

### Key Achievements

- Conceptualized and delivered a new pricing model for acquisition of new business in B2B channel. Conducted a very exhaustive and detailed analysis of the major customers spend across various price groups to arrive at pricing models ensuring the Every Day Lower Prices (EDLP) promise to customers while retaining the profitability of the B2B channel. The model was trailed for a little above 6 months. Worked very closely with the Sales team to ensure smooth selling and adjustments as required. The model is now in use
- Automated the new pricing model with IT to ensure real time EDLP to customers.
- Worked on Gross Profit improvement activity for major customers through basket analysis, pareto and offering product alternatives
- Developed the Price and Margin Management Policy and Process playbook
- Put a process in place for floor pricing to avoid margin erosion
- A key liaison with the retail buying team during product range reviews to plug range gaps in the business channel

### Recognition

Offered a permanent position within a month of joining Officeworks | Awarded recognition within the Business Support Channel for innovation and creativity and being a role model.

### Schneider Electric India

Apr 13 – Sep 15

### Product Marketing Manager

India Marketing Head for Final Distribution (FD) range of products and accountable for top line and bottom line by working closely with the cross functional teams like Sales, Plant, Logistic, Supply Chain, Finance & R&D. Accountable for a portfolio of 4 million AUD (200 MINR) and managing a team of 3 product managers handling national portfolios.

### Key Achievements

- Designed the Product roadmap, the Go-To Market strategy and the 5-year strategic plan to maximize market share, growth and profitability
- Developed the Marketing Mix –Product, Price, Place, Promotion of the complete product portfolio
- Established the pricing strategy basis various product specifications, Managed the pricing by competition benchmarking, Pricing methodologies like Window, Shadow, Blind, ABC etc. and created tools for price revisions. Corrected the historical pricing errors basis these methodologies and improved the price realization and profitability
- Defined and implemented all necessary action plans to boost the sales and profitability like – Value Proposition development & Selling, Market Analysis, Pricing & Price Improvement and Forecast accuracy & Unhealthy Stock reduction and analyzing the P&L and the profitable growth matrix
- Managed the end to end launch of 2 new product offers (Enclosures and protecting devices) by understanding customer values, application requirements and the competitive environment. Prepared product positioning and related marketing mix. Prepared all relevant information to elaborate the product specifications in close cooperation with the R&D teams and setup the project parameters (volume, estimated profit, costs, investments, support)

## Recognition

Successfully launched 2 new product ranges during my tenure | Exceeded the growth target set for the product line | Improvement in market share by 0.2% pts| Improvement in profitability due to pricing actions | Awarded the Extra Mile achiever award within a year of movement from HR to Marketing | Sent for a Management Development Program (MDP) held in US and Budapest and worked on a cross cultural team project of high strategic value

## Schneider Electric

Aug 09 – Mar 13

## Senior HRBP

Strategic HR Business Partner of the biggest Business Unit in Schneider Electric India contributing a revenue 24 MAUD (1200 MINR) comprising of 300 + employees. Managed full spectrum of strategic HR activities with support from Reward, L&D, Talent Management, and Shared Services

## Key Achievements

- Excellent track record in building strong professional relationships with all levels of management and alignment of cross functional teams towards a common goal
- Managed the change from people standpoint in post-acquisition/merger/ restructuring scenarios with an outside in approach
- Built the succession plan of the business and managed High Potentials through MDP and Experiential learning by assigning larger roles
- Worked extensively on Annual Salary review and Incentive exercise to ensure optimum utilization of the allocated budget according to business unit and individual performance
- Planned the Manpower through scientific workforce planning tools incorporating the current business performance and the future business targets
- Presented the business HR performance metrics and activities and plan in the Quarterly Business Reviews to Top Management

## Recognition

Identified as the Exceptional Young Potentials amongst the Top Talent of the Global organization | Awarded Excellent HR Business Partner | Received the organization behavior value award for Open and Positive challenging | Awarded Global recognition for Conducting Career Workshop as a part of Talent Management Initiatives | Promotions every alternate year | Offered the role of India Head for product marketing.

## Tata Consultancy Services

Jun 04 – Aug 09

## HRBP

HRBP for the Global Consulting Practice (GCP) of TCS, comprising of 1000+ employees worldwide and responsible for the deployment of all HR policies, processes, and procedures. Also handled the campus and experienced professional hiring in the corporate sourcing cell.

## Key Achievements

- Liaised with the senior management to identify and mitigate potential problem/concern areas from HR perspective
- Performance Management as per the Balance Score Card Methodology to identify high potential performers and associates requiring a performance improvement
- Designed and deployed a 16-week end-to-end training program "GCP-BOOT CAMP" for the new recruits from premier league B Schools
- Screened the profiles, scheduled and conducted interviews for prospective candidates & conducted reference checks for short listed candidates. Used innovative recruiting methods - in-house career portal and Job boards. Managed high volume walk ins, Campus tests and recruitment
- Initiated and managed the centralized backend support and one-point contact for candidates recruited through campus placements for the Initial Learning Program (ILP) through the ILP support email id and toll-free no. Initiated the One Point contact helpline to TCS associates recommending their buddies and queries associated with it

## Recognition

TCS Gems (In house rewards) for various initiatives | Loyalty award for 3 & 5 years of service

## Trainings & Certifications

- Trained on the Price Management - Pricing Strategies and Defending the Price
- Trained on Marketing Essentials encompassing all aspects of Marketing - PMP, Product Life cycle and 4Ps management
- Trained on "Lead to Achieve" by Kenan-Flagler business school, University of North Carolina, USA
- Certified on Competency Based Interviewing, Consulting skills, Situational Leadership and as an Internal Assessor
- Trained on Psychometric Instruments like MBTI, Firo B and Belbin
- Knowledge of Using tools like Taleo, Salesforce.com and Mercer Job Evaluation and Coding
- Well versed in MS Office – Excel, Word and PowerPoint

## Interests

Spending time with family, Reading, Gardening