

# Manisha Jaya

Female | 29 Years | p13manishaj@iimidr.ac.in | linkedin.com/in/manishajaya/ | +91 9981802258 | Bengaluru

## EXECUTIVE SUMMARY

- PGDM from IIM Indore and Bachelor's in Electronics & Communications Engineering
- A management professional with ~6 years' experience in Program Management and Process Development. Currently building a global SaaS based platform with unique combination of Tech & human curation to help investors scout for investment opportunities across sectors and geographies

## EDUCATIONAL QUALIFICATIONS

PGDM (MBA)	IIM Indore	2013-15
B.E. (ECE)	SCSVMV University	2008-12

## PROFESSIONAL EXPERIENCE

~ 6 Years

Tracxn Technologies Pvt. Ltd., Bengaluru	AVP- Business Strategy and Operations	Sep'19 – Jul'20
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- Led teams across Marketing, Customer Success and On-Demand Data Support functions to support growing business requirement in **42 countries & 500+ sectors globally** through sustainable business processes
- Developed Blueprint & Business Strategy for **Search Engine Optimization** using **Google Analytics** data to increase footfall and successful conversion of clients
- Handled **Social Media Marketing** through company LinkedIn and Twitter accounts to improve client engagement and improve platform visibility
- Designed pitch deck for media clients and launched Zoho **campaigns** targeting specific use-cases of client categories
- Re-designed handling of client queries by Analyst team to improve client satisfaction
- Lead automation and adherence through a cross functional team to manage end to end operations delivery
- Appointed as the Presiding officer/ Chairperson of POSH Committee in Tracxn

Cummins Tech. India Pvt. Ltd., Pune	Project Manager- Marketing	May'17 - Sep'19
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### Career Achievements/ Highlights:

- Received **MD (Cummins Excellence) Award** for BSIV Service plan development & execution for making it one of the most successful customer centric project delivered during an emission norm transition
- Received Recognition for **Pan India Channel readiness in record time – Six sigma Project**
- Recognized for conceptualization and execution of **1st All India Dealers meet**

### Role: Project Manager - Channel Strategy & Readiness for Components India Business- Aftermarket

- Carried out **All India Network planning** and go to market strategy designing for a completely new channel responsible for Sales and Service across India for Components Aftermarket business
- Led a cross-functional team of **25 members** from sales, service, operations, branding & safety to develop end-to-end process and field activation of the network
- Designed the **Annual Operating Plan** for 2 consecutive financial years and moved from zero revenue model in first year to a **3 Cr revenue** business model in second year through an expanding network of 150 channel partners
- Defined processes to remove redundancies and standardize the customer experience through every outlet
- Worked on channel management **process development, aftermarket pricing & retail branding** across India
- Worked as a member for six sigma project development of a new IT system to be deployed as the CRM system

**Additional Responsibility: Zonal Manager, East**

- Led a team of four - driving sales, promotions, channel management and IT implementation for **20 channel partners**
- Worked on relationship management with the Regional OEM counterparts driving collaboration
- Collaborated with the central and zonal service team to align channel partners to meet TAT agreed with OEM's

**Tata Motors Limited, Kolkata**

Territory Sales Manager

Jul'15 - Apr'17

**B2B Sales and Channel Management- Buses and Vans**

- Contributed annual sales of INR 50 Cr. of Buses and Vans through 9 districts in West Bengal
- Managed 3 channel partners for business development, BTL promotions and financier relations by managing and training dealership teams of 15 executives and managers
- Handled the largest contract carriage association in West Bengal with 500 members and 1000+ vehicles

**Post Graduate Trainee**

- Successfully increased the volume of pick-up vehicle in 9 districts by targeting application specific customer base

**Ford India Pvt. Ltd., Chennai**

Software Engineer- Trainee

Sep'12 - Jun'13

- As a part of Parts and Accessories team, handled Source Code Management Activity, **application development & internal audit**
- Won third prize as a team in a Project Ideation event and was recognized for a **process improvement** initiative

**INTERNSHIP - Tata Motors**

New Product Development- SkoolMan- Telematics Solution

Apr '14 - May'14

- Carried out Competitive Benchmarking of **Telematics** products for fleet management across passenger carriage, focussing on safety features for school children and ease of use for other stakeholders- schools and operators
- Worked on product design and marketing mix for successful pan-India product launch as an add-on to buses

**ACHIEVEMENTS**

- 3rd prize in a Project Ideation event and was recognized for a **process improvement** initiative; **Ford** 2013
- Awarded **merit based scholarship for 3 consecutive years**; SCSVMV University 2011
- Student Convener, National Level Technical Symposium, SCSVMV University 2011
- **University 1st rank** during B.E. ECE; SCSVMV University 2008

**CERTIFICATIONS**

- Oracle Certified Associate- Level 1

**OTHER INTERESTS & ACTIVITIES**

- Enthusiastic about Canvas Painting, Travelling, Reading and listening to music