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■ CORE COMPETENCIES

- Strategic Business Planning & Execution
- Operational Policies & Procedures
- Strategic Alliances
- Global Revenue Growth
- Client Engagement & CRM
- Talent Management
- Project Management
- Operational Excellence
- Budget Forecasting
- Business-to-Business
- Resource Management

■ EDUCATION

- **Post Graduate Diploma (International Trade Management)** from NMIMS, Mumbai (Distance Learning) in 2018
- **Master of Technology (Instrumentation)** from COEP in 2013 (CGPA 8.66, Rank 3)
- **Bachelor of Technology (Applied Electronics and Instrumentation)** from M.D.U. Rohtak in 2011
- **Gate 2010 - AIR- 194**, International Journal Research Paper, 2013

■ TECHNICAL SKILLS

- Zendesk
- Freshdesk
- Zoho CRM
- Leadsquared CRM
- Slack
- Tableau
- Excel
- Google Sheets
- Google Docs
- Google Slides
- Intercom
- WATi with AI Chatbot Integration
- Notion
- Telephony Systems like Ameo, Exotel
- Basic knowledge of SQL
- Working Knowledge of ChatGPT
- Basic knowledge of Fig

Dipti Bawa

Business Operations Strategist

■ EXECUTIVE SUMMARY

Global Business Manager with over 10 years of rich experience across multiple organizations, analyzing revenue & pipeline growth, building strong customer & vendor relationships, and driving customer success. Leading the team and interacting with executives to foster a change-friendly environment, resulting in improved collaboration and transparency across Business & Support Functions. Expertise in setting up monthly and annual budgets for marketing costs, cohort operations, and variable costs of the business.

Thought leader behind the implementation of creative methods to improve operations and quality; resourceful strategist engaged in ongoing C-level advisory roles in driving annual planning and initiatives. Managing overall P&L responsibility along with post-purchase customer experience, customer NPS, student learning growth, and placements.

■ KNOWLEDGE PURVIEW

- **Business Development:** Spearheading the entire gamut of operational excellence, through continuous monitoring of productivity, effectiveness, and quality of the pipeline and to help the team on the ground. Reduce churn and drive new business
- **Customer Success Management:** Setting the overall vision and strategic plan for customer success operations, focusing on leading a positive customer experience. Defining & optimizing customer lifecycle by driving programs to improve engagement
- **Sales Strategies, Revenue Growth:** Collaborating with assigned inside sales representative to develop an overall territory account plan to maximize opportunities and generate sales activity with customers and partners.
- **Deep Dive Analysis:** Fronting several deep-dive analyses to identify gaps in upstream/downstream systems that lead to customer discontent and product returns.
- **Category Management:** Overseeing the creation, maintenance, and optimization of product listings across categories & marketplaces.
- **Project Management:** Formulating communication and progress updates on multiple projects, assessing performance against goals, and realigning internal/external stakeholders on project deliverables.
- **Process Audit:** Continuously evaluating the processes to identify areas for improvement and implementing initiatives to enhance efficiency & productivity. Fostering and mobilizing new technologies, applications, and methods with internal technical teams.
- **Stakeholder Management:** Establishing sustainable relationships between vendors, brand managers, and internal teams to enhance and develop current content available.
- **Team Leadership:** Building and leading a world-class team; driving operational practices to track the performance of teams and individuals.

■ EXPERIENCE

Business Head - Data Science Category

FunctionUp, Bengaluru

Since Jan'21

Highlights:

- Appreciated for:
 - Building and scaling Zero>1 category, 2x growth MoM (\$0.30M in a span of 4 months)
 - Designing and executing key strategic priorities across revenue growth and margin improvement
- Spearheading P&L responsibility, driving revenue enhancement and profitability in a B2C sales capacity.
- Formulating and executing comprehensive offline and online marketing strategies to capture target audiences effectively.
- Managing budgets to optimize resource allocation and maximize ROI across various sales and marketing initiatives.
- Orchestrating robust sales campaigns, consistently achieving and exceeding targets through strategic planning and execution.
- Cultivating strategic partnerships with industry giants like ZF Group, Microsoft, Google, and Amazon, leveraging their insights to shape an innovative program.
- Overseeing end-to-end team recruitment, fostering a high-performing sales unit through talent acquisition and development.

■ EARLY CAREER GLIMPSE

Sep'18 – Dec'19: Branch Manager,
Delhi NCR → Auditor (Quality),
Director's Office

Webberz Educomp Limited

Designed training processes, new policies and assisted the leadership in driving operational excellence, impacting the performance of 500+ teachers
Grew the business operations through online and offline channels for International Test Prep/Study Abroad by 60% MoM

Aug'13 – Aug'18: Technical Support
Head

TCL VERY Lighting Technology (Huizhou) Co. Ltd.

Launched business operations for TCL, China in India targeting revenue of \$25M through the consumer white goods category
Developed a B2B network across the country with a focused growth of 20% on a monthly basis

■ PREVIOUS EXPERIENCE

Founding Team Member (Customer Success)

DSLRL Technologies Private Limited, Bengaluru

Jul'22 – Dec'22

Highlights:

- Built systems & processes to deliver exceptional customer experience and scale effortlessly, 0-1 initiatives for business growth
- Strategized and moved the post-purchase NPS from -7 to 47 and conversion from 30% to 45% within 2 months through better process and product
- Ensured that 7 days fulfillment rate is >80% in the peak season while maintaining the cost structure
- Achieved reduction in RTOs and 3PL cancellations from 25% in July to 10% in October
- Spearheaded the launch of 2 warehouses and studios in Surat and Bangalore (India)

Associate Director - Learning Experience

Unacademy, Bengaluru

Oct'21 – Jul'22

Highlights:

- Led cross-functional teams to strategize and drive value delivery of critical projects, reaching the highest ever ratings of 89% in the JFM quarter
- Co-led multiple brand awareness campaigns through perception marketing improving product adoption by 12%-15% on average
- Optimized internal SME cost by \$0.70M annually through process excellence
- Created an incremental revenue stream by launching Notes as a product, which improved annual revenue by 10% (~ \$2M)
- Refined batches for 6 major categories with an average ROI of <2
- Co-launched products like:
 - Auto Daily Practice Papers with the adoption of 30% in the first month
 - Test Series with average revenue of \$0.5M MRR and 15% contribution to the subscription base

Associate Director, CX and Ops

Camp K12, Gurugram

Mar'20 – Oct'21

Career Progression:

Relationship Manager

Mar'20 – Jun'20

Client Support Manager

Jul'20 – Jan'21

Associate Director, CX, and Ops

Feb'21 – Oct'21

Highlights:

- Received multiple promotions within 1 year; entrusted with the responsibility of leading the ops ecosystem of 55 team members dealing with 20K+ students and 1K+ teachers across geographies and categories
- As Associate Director, CX, and Ops
 - Built multi-category, multi-geo operations to support 10x growth over 12 months; headed the parent, teacher and live operations for both 1:1 and 1: many formats
 - Strategized growth plan for Zero>1 market entry in the Middle East and the US
 - Co-launched products like Internal CRM, Parent Dashboard, Live Class Support Dashboard, Telephony Integration, Zendesk Integration, and Teacher Dashboard
 - Attained a 4-point increase in the parent NPS and a 9-point increase in teacher NPS
- As a Client Support Manager
 - Established the Customer Support Vertical; headed a 2-tier team of 20+ people and handled close to 10K+ customers
 - Spearheaded the Zero>1 journey through customer lifetime mapping and creating cross-functional SOPs for delivering superior cx and high retention
 - Ensured a high NPS of 45 and CSAT of 98% on a monthly basis
 - Drove key initiatives based on customer feedback and insights and achieved a refund rate of <1%