

# SHRIYA KALRA

XLRI (PGDBM) | DCE (B.E.)

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## Professional Experience

### Zivame.com (Feb'15 – Present) : The largest funded lingerie e-commerce player in India

Category Strategy & Planning <i>Zivame Brands – Penny, Coucou, Rosaline</i>	<ul style="list-style-type: none"><li>Created and project managed OTB and option plans for <b>2000 options</b> to support a <b>revenue growth of 10%</b> across multiple sales platforms in alignment with the AOP</li><li>Created <b>replenishment cycle</b> for options contributing to <b>45% of total revenue</b> (from 10%) to support the movement towards 100% private label</li><li>Achieved <b>50% reduction in stock cover</b> with an increase in the private label sell-through by a combination of inward planning, aged inventory management, sizing curve correction</li><li>Co - created and project managed <b>Omni-channel merchandising strategy</b> for <b>7 marketplaces</b> and <b>50 offline stores</b></li><li>Part of a 7 member CFT to define &amp; <b>automate category planning</b> process flow</li></ul>
Category Management <i>P&amp;L management – Coucou, Rosaline</i>	<p>Rosaline –</p> <ul style="list-style-type: none"><li>Increased revenue share to <b>33% of the site</b> in a period of 7 months by creation &amp; management of <b>price point defined assortment</b> for the ELPP brand</li></ul> <p>Coucou –</p> <ul style="list-style-type: none"><li><b>Doubled revenue share</b> of the brand to <b>13%</b> in a period of 7 months</li><li>Achieved <b>2.5% increase in the product CVR</b> along with <b>5% increase in margin</b> by optimized deployment of pricing, marketing and promotional strategies</li><li>Led the <b>business development</b> and <b>margin negotiations</b> for five online marketplaces to achieve a <b>5x increase</b> in marketplace revenue</li><li>Collaborated with marketing and brand team for key <b>positioning pegs, brand campaigns</b> and innovative features like <b>VM &amp; personalisation</b></li></ul>
Channel Management	<ul style="list-style-type: none"><li>Prepared <b>GTM strategy</b> (Partners, operations &amp; systems) for <b>Direct Sales (MLM) channel</b> deployment with a break-even period of one year</li></ul>

### Takshashila Consulting (Jan'14 – Jan'15) : Management consulting firm founded by ex- McKinsey partners

Integrated Sales Strategy <i>East India Cement Major</i>	<ul style="list-style-type: none"><li>Developed an integrated sales strategy for the client to achieve a <b>23% revenue growth</b> and an increase of <b>1.6% in market share</b></li><li>Created a <b>demand supply model</b> to determine the cement potential for <b>111 districts</b> and identify the top potential districts for target achievability</li><li>Facilitated <b>sales planning exercises</b> with <b>150+ sales force</b> and <b>300 dealers</b> in 32 districts to identify key initiatives in the areas of salesforce, logistics, marketing &amp; policy</li></ul>
HR Transformation (CHRO Office) <i>Largest private Oil &amp; Gas org</i>	<ul style="list-style-type: none"><li>Assisted in design and headed the <b>PMO of CHRO led initiatives</b> – strategic resourcing and learning wave programs by defining project plan and ensuring adherence through weekly progress reports</li><li>Conducted impact analysis of <b>21 strategic initiatives</b> of the HR function and assisted in ideation of project charters, execute plans and KPIs to develop <b>HR Operating Plan</b></li><li>Ideated &amp; designed the <b>operating model</b> for a new product entity to support the achievement of entity's five year roadmap and long term strategy</li></ul>

### IBM Strategy and Transformation, GBS (Jun'12 – Dec'13) : Part of the **Consulting by Degrees**; accelerated MT program

Process Transformation	<ul style="list-style-type: none"><li>Designed and executed the standardization of processes of the internal Finance, Supply Chain &amp; Legal functions of a <b>Telecom Major</b> across <b>19 African geographies</b></li><li>Assisted in identification of <b>product gap</b> and the <b>incremental revenue opportunity</b></li></ul>
Growth Roadmap	<ul style="list-style-type: none"><li>Constructed a <b>5 year roadmap</b> for the fulfilment of the CPG major's goal of <b>200% sales growth</b> by identifying key improvement areas in processes &amp; technology landscape</li></ul>
Process Consulting	<ul style="list-style-type: none"><li>Defined and created process flows for <b>16 hospital processes</b> for a renowned <b>pharmaceutical major</b> entering the hospital arena</li></ul>

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## Internships

Internal Audit	• Tested the process flow of various operational & financial processes of <b>MetLife</b> and their controls under the purview of <b>Sarbanes Oxley act</b>
Bench-marking Study	• Chosen among 30 teams in campus for analyzing the marketing techniques of <b>TCS and its competitors</b> . Prepared a bench-marking tool to predict future industry trends.
Process Study	• Analyzed and documented the process flows of the unit processes of <b>IOCL Panipat</b> refinery

## Academics

Institute	Degree/ Education Level	Year	Grade/ CGPA
The CFA Institute, USA	CFA Level I and Level II	2012-13	First Attempts
Institute of Actuaries of India	CT1: Financial Mathematics, CT3: Probability and Mathematical Statistics, CT6: Statistical Methods	2007-12	First Attempt
XLRI Jamshedpur	PGDBM, Finance & Operations	2012	5.63/8
Delhi College of Engineering	B.E., Polymer Science and Chemical Technology	2010	76.05% (First Division)
Springdales School	A.I.S.S.C.E. A.I.S.S.E.	2006 2004	89.2% 92.6%

## Position of Responsibility & Extra Curricular

- **Executive Member**, CII-YI – Headed the Creative function for Kshitij'10 and Joy of Giving Week (JGW'10)
- **Creative Head**, TATVA' 09 – Coordinated publicity for the department fest and chaired creative function
- **School Prefect**, Springdales – Planned and organized major school festivals.

## Academic Projects

- **Business Analysis & Valuation** – Analyzed trends of the mining industry & built a valuation model for Hindustan Zinc
- **Financial Planning & Control** – Ranked the best team for creating a working capital model for Sundaram Fasteners
- **Mergers & Acquisitions** – Analyzed the FMCG sector and evaluated companies as potential acquisition targets

## Co-Curricular Activities & Interests

- Finalist; StrategiKon (Consulting challenge, XLRI), Kurukshetra (XIMB), M n A Frenzy (IIM Ahmedabad)
- Second Runners Up in the campus round of ITC Interrobang case challenge at XLRI, Jamshedpur
- Senior Diploma holder in Kathak Dance from Prayag Samiti Allahabad
- Chosen for National Gallery of Modern Art's annual summer workshop
- Proficient in MS Excel, Powerpoint, Thinkcell and Microsoft Project