

Ishant Kathuria

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Product Manager, Godrej Interio

SUMMARY

- Working with Godrej Interio as a Product Manager
- MBA in International Business from K J SIMSR, Mumbai, a premier B-School in India
- Worked as a summer intern with IDBI Federal Life Insurance, Bangalore
- Worked as a Programmer Analyst for 21 months in Nirvana Solutions & Tata Consultancy Services
- B. Tech in Computer Science & Engineering from NMIT, Bangalore – An Autonomous Institution

WORK EXPERIENCE

34 MONTHS

Godrej Interio	Product Manager	June' 15 – Present (1 Year)
Roles and Responsibilities	<ul style="list-style-type: none">• Classified product portfolio based on attributes like material, price, configuration & rationalizing the product range for optimum no of SKUs• Worked on Competitor benchmarking and analysing product range grids to identify product gaps• Analysed gross Margin for each SKU & categorised on profitability basis• Implemented Critical chain project management (CCPM) for in-house designed products• Mapped display Vs sales for COCO as well as franchisee & implemented changes to increase ATV	
Manager, Marketing & Retail Operations		
Roles and Responsibilities	<ul style="list-style-type: none">• Devised sales strategy to increase ATV, repeat business, wallet share & mind share• Played instrumental role in increasing ATV by 3%, MSI (Brand experience) by 5% & GOLY in retail by 11%• Strategized consumer experience for Interio stores at PAN India level• Planned, executed and monitored IMC, BTL and ATL activities in line with brand guidelines• Responsible for analysing market trends to understand drivers of product purchase & category wise contribution	
Tata Consultancy Services	Programmer Analyst	March '12 – June '13 (15 Months)
Roles and Responsibilities	<ul style="list-style-type: none">• Worked as a subject matter expert on a multimillion dollar project which involved development of web application for a UK based major wealth management & investment solutions• Responsible for developing, unit testing, bug fixing, code reviews & maintenance of application	
Nirvana Solutions	Software Developer	Sep '11 – Mar '12 (06 Months)
Roles and Responsibilities	<ul style="list-style-type: none">• Worked as a module lead for a software product utilized by US Hedge funds• Worked with tech lead for design analysis and end to end code deployment• Responsible for code development, testing and bug fixing of the system	

SUMMER INTERNSHIP

IDBI FEDERAL LIFE INSURANCE (2 Months)

- Identified & capitalized on cross-sell & up-sell business opportunities for both new & existing customers
- Got hands on experience in retail sales which helped me to get sensitise with trends & preferences of insurance industry

ACADEMICS

Qualification	Institute	Board / University	Year	% / CGPA
MBA	KJ SIMSR, Mumbai	SIMSR	2015	2.84/4
B.Tech (CSE)	NMIT, Bangalore	VTU, Belgaum	2011	8.99 / 10
XII	Delhi Public School, Gurgaon	CBSE	2007	80.00%
X	Greenway Modern School, Delhi	CBSE	2005	90.40%

CERTIFICATIONS & PUBLICATIONS

- Zenesys Consulting competency certification
- Certification in SAS & Excel by Simplilearn
- NCFM certifications in Financial Markets & Derivatives (A beginner's module)

ACHIEVEMENTS

- National finalist for Business Plan Contest at School of Petroleum Management, PDPU 2014
- Winner debate competition held at TCS-ILP 2012
- Represented DPS, Gurgaon in All India Chess Tournament 2005
- Secured 52nd State rank (Delhi) in National Science Olympiad 2004

PROJECTS

Corporate	<ul style="list-style-type: none">• Zenesys Consulting: Competitive landscape analysis in Consumer Electronics and Healthcare market so as to help them position their services better to some of their potential clients in this domain
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CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

Participations	<ul style="list-style-type: none">• Contributed to program "Maitree" which aims at educating the poor and helps in the upliftment of the impoverished• Won first prize for deciphering the cipher text at college fest• Won first prize for Dumb Charades at college fest
Hobbies	<ul style="list-style-type: none">• Reading, Chess, Music