

Rakesh Rout

National GTM Manager

Innovative, agile, and customer-centered Product Aspirant with overall 4 years of experience. Skilled communicator, navigating all levels of the organization, builds productive teams and fosters collaborative relationships with all the stakeholders. Proficient in Agile methodologies, design thinking, and data analysis.

WORK EXPERIENCE

Airtel Payment Bank – National GTM Manager (Lending) 02/2023 – Present

- Leading National Gold Loan GTM operation and sales activities for Avg. Monthly Business worth **INR 90 million**.
- Delivering Growth for **25% MOM** and have delivered **105%** Growth in Last quarter
- Leading GTM Program **Retailer Activation program 2.0** and **BTwize** Program (a program to drive Balance Transfer Business) and contributed **20%** addition to the Business.
- Responsible for GTM strategy Gold Loan Product (offline) including Pricing, Budgeting, Partner Alliances and Market intelligence etc.
- Develop competitive intelligence frameworks of Escalations, Dashboards and maintain a real time Reporting of Gold Loan to tracking business performance real time Basis
- Conduct market research and validate/invalidate potential platform opportunities to develop business cases
- Work closely with the Product Development Team and across all areas of APB to ensure alignment and the success of the Solution in the Process and GTM
- Manage the day-to-day activities associated with Sales escalation(s) and be the key point person for communication about the solution(s) (working along with Product Team) for both internal and external parties
- Be the trusted advisor and Listeners to our business partners i.e., **IIFL, Muthoot, AXIS, HDB Financial etc.**

IDFC FIRST BANK LTD – Manager 04/2019 – 02/2023 (Debt Management)

- Handling 2 segments **BIL-PL (Big ticket size PL) & DIGITAL LENDING PRODUCTS** such as **CRED, GROWW, Bank Bazaar, Paisa bazaar, XIAOMI API, OLA POST PAID etc.** unsecured Loan Portfolio.
- Average Ticket Size ranges for BIL-PL: 3 to 25 lakhs, DIGITAL- 50k to 5Lakh Stabilizing the BKT X – 6 and delivering the No. above Target consistently.
- Setting up a Complete Framework for Managing the Bkt X to from Allocation, ECS/NACH issue, Customer Query, Sales Escalation, Legal Support, Out of Geo Limit Visits, Additional Contact Details Support, Tracing Support to driving daily DRR with the Vendors

Professional Development

Unlearn Product – Product Management Fellow 03/2023 – Present

- Got accepted into an invite only program that has acceptance rate of less than 8%, after 2 close rounds of interviews with PM and Founder
- Worked with Product Managers of Google, Walmart, Builder.ai to build real life product strategy for companies like Audible, Spinny, Amazon, Spotify and an entire new product (LOKL).
- Built a Product Strategy for Shaadi.com while collaborating with an internal team including designers to improve the activation for shaadi.com by 50%.

CONTACT

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SKILLS

Hard & Soft Skills:

- Market Research
- Business Development
- Alliances Management
- Interspersal Skill
- Stakeholder Management
- MIS Reporting

Tools and Software:

- SQL
- Power Bi
- Excel
- Sales force

Languages:

- English
- Hindi
- Odiya (Conversational)

EDUCATION

International School of Business & Media
PGDM- (Marketing & Finance)
Pune, Maharashtra
6/2017 - 03/2019

CERTIFICATE: -

- Became a Product Manager by Udemy
- Product Management Certification from Unlearn Product
- Banking Credit Analysis by Udemy

PROJECT: -

- Building the product Strategy to increase the Activation By 50% for Shaadi.com
- <https://www.figma.com/file/ue9sHzU70bb5I9DwBRRNE8/Presen-tation-Shaadi?type=design&node-id=183-198&mode=design&t=ymSy71npOWybbWk7-0>
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