

ACADEMIC CREDENTIALS

Post Graduate Diploma in
Marketing and Advertisement,
Bhartiya Vidya Bhawan, New Delhi
1997

Bachelor of Commerce (Hons)
Magadh University, Bodh Gaya,
1994

AREAS OF EXCELLENCE

- Strategic Planning & Development
- Key Account Management
- Sales Enablement
- Channel Development
- Retail Operations
- ATL/BTL Activities
- Marketing & Promotional Activities
- Public Relations
- Administration
- Facility Management
- Site Supervision & Management
- Vendor Management
- Performance Management
- Cost Cutting Initiatives
- Negotiation
- Process Enhancement
- Effective Customer Connect
- SLA /Delivery Management
- Liaison/Coordination

Sunandan Taneja

Mobile: +919818012266, +919999433309

Administration, Strategic Planning & Operations

- An experienced, result-oriented professional with more than 2 decades of proven ability in leading teams towards achievement of organizational goals & ensuring constant delivery
- Adept in establishing corporate goals, short and long-term budgets & developing business plans for the achievements of goals.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.

CORE FUNCTIONAL SKILLS

- Result oriented with a clear focus on ensuring consistent delivery Excellence, Thought Leadership, efficient SLA Management, Innovation, Value Creation, Productivity improvement.
- Played Lead Role in Major Contract negotiations, SLA Agreements, alternate delivery models and other financial aspects with Customers.
- Passionate about transforming the service delivery models; mentoring teams on trends. Focused on leadership, team development, mentoring, bringing in synergies between sales and delivery for customer delight.
- Worked successfully in client facing roles which include account management, program management, building & enhancing customer relationships and business growth.
- Proven capabilities in driving cost reduction initiatives in terms of alternate sourcing, materials substitution, indigenization and application of modern inventory management techniques.
- Organizing company records, Overseeing Department Budgets, Monthly requirements control also liaison with govt. authorities etc.

SIGNIFICANT ACCOMPLISHMENTS

- Led to execution of 'Graavaa' Brand of Natural stones retail stores at Delhi and Ludhiana.
- Recipient of special incentive on achieving empanelment with Indian Railways and CPWD during tenure with SVIL Mines Ltd.
- Successfully integrated technology in the sanitation models and was instrumental in creating a congenial environment for effective 'Behavior Change Communication' at Varanasi, Uttar Pradesh under Swachh Bharat Mission by CAF India.
- Installed *Off-Grid Solar Panel Power System* in Haryana

PROFESSIONAL EXPERIENCE

- **S S RANA & Co. (Advocates)**
Sept '18 – Dec '19 : Operations Manager

Key Result Areas :

- < Leading and Managing Administrative Team.
- < Overseeing the departmental records for legal & litigation, controlling of docketing department.
- < Contract Management & Vendor Management for 3 offices.
- < Liaisoning with Police Department and various court authorities for raids.
- < Handling CSR responsibilities.
- < Vendor and Purchase Management.
- < Coordination with Government departments for Patent & Trademark registry.
- < Transport and Travel Management.
- < Managing International and National conferences, arranging Gifting & Logistics support.

- **SEED Financial Services Pvt. Ltd. (CSR Implementing Agency for Corporates across India), New Delhi**
June '16 – July '18 : Sr AVP - Administration & Operations
Sep '14-June'16: Senior Manager - Administration and Operations

Key Result Areas:

- < Responsible for managing all administrative functions to ensure that all support activities are carried out in line with organizational expectations.
- < Ensuring smooth flow of program operations by liaising with the government departments and various authorities.
- < Performing duties as Head of the administration department of the organization.
- < Overseeing the preparation, analysis, negotiation, and review of contracts related to the purchase or sale of equipment, materials, supplies and products at all project locations.
- < Efficiently communicated and coordinated infrastructure related tasks including Coordination with architects, contractors to ensure that the project milestones are achieved through cost optimization.
- < Ensured smooth flow of program operations by liaising with the government departments and various authorities.

Significant Accomplishments

- < Single handedly executed Ernst and Young CSR Project under Swachh Bharat Mission at Varanasi and MDL project for execution of 1000 toilets at Distt. Karjat (Maharashtra).
- < Led to reduction in costs by 30% of the projected amount by setting up the Mumbai & Bengaluru Branch Office before given time.
- < Assisted the implementation team in setting up regional offices in 7 functional sites across India, while optimizing costs for the ACC CSR Project.
- < Operationalizing and maintenance of Off-Grid Solar Power Panels, infrastructure development, school infrastructure development at Haryana for the SONY CSR Project.
- < Procurement of heavy machineries for skill development program at Jhalawar, Rajasthan for the CATERPILLAR CSR Project.

- **Aug'12 – Sep'14: Takshaka Interiors Pvt. Ltd., New Delhi**
Manager - Operations

Key Result Areas:

- < Interacted with clients to facilitate smooth communication to understand and analyze the business requirements and also identify appropriate solutions for the clients, thereby ensure repeat / referral business.
- < Played an important role in Purchase Management activities inclusive of Budgeting & Forecasting (Cash Flow Management), Vendor Management, Generating Purchase Orders and adhering to SOPs.
- < Accountable for conducting Training & Internal Audits of on-going sites; conducting Monthly, Quarterly reviews of Operations/Purchase Team and evaluating areas of improvement.
- < Efficiently managed administrative activities, liaising with Sales Tax and Service Tax Department, Factory Logistics at various locations (Inbound & Outbound).

"Significant Accomplishments"

- < Managed production factory at Manesar.
- < Creation of retail brand KREA aimed at selling high end furniture in a niche market in Delhi.

- **May'10 – Jul'12: Intech Constructions and Interiors Pvt. Ltd., Delhi**
Managing Partner

Key Result Areas:

- < Handled major government agencies like NBCC, CRPF, IB, HUDA, Uttar Pradesh Rajkiya Nirman Nigam Ltd., Institute of Electronics & Telecommunication Engineers.
- < Involved in managing activities like Vendors Management, Contracting/Procurement, Financial Management, Planning and Evaluating Timelines, Project Management & Quality Assurance for HNI premium interiors at SP Marg, Vasant Vihar & Gurgaon

“Significant Accomplishments”

- < Handled permissions for large housing projects and government liaising.
- < Monitored the execution of work starting from foundation stone laying to the successful handover of the property to the client.

- **Oct'08 – Apr'10: Floriana Group (SVIL Mines Ltd.), New Delhi**
Marketing Manager

Key Result Areas:

- < Planned and Executed Verona Fair at Italy, BIG5 at Dubai and Stona 2008 exhibition at Bangalore.
- < Implemented various promotional ideas, brand events and other activities ex – Mobile display Zone, ‘Shop in Shop’ Modules, executions of franchise modules, operations, Masons incentive, Architects Loyalty Programs and Media Buying OOH.
- < Managed key accounts like Unitech, Ansals API, Amarpali group, Jaypee Green, Uppals, Tech Mahindra, Today's Hotels, Samrat Hotel, Grand Hotel, Continental group, CPWD -LNJP Hospital, AIIMS, Batra Hospital, Shastri Bhawan, NBCC, Army Battle Honors Mess, IIT-Delhi, etc.

“Significant Accomplishments”

- < Setup of 22 retail stores across India based on COCO (Company Owned and Company Operated) and FOFO (Franchisee Owned Franchisee Operated) modules.

- **May'06 – Sep'08: Pearl Mineral Retail Pvt. Ltd., New Delhi**
Manager Sales & Marketing

Key Result Areas:

- < Set up ERP, warehouse management and material sourcing activities.
- < Knobbed Institutional Sales and Key Accounts by means of top Architects and individual accounts like Unitech, Ahluwalia contracts, Amity University, Vatika group, Competent interiors, Fortis hospitals, etc.

PREVIOUS WORK EXPERIENCE

- **Mar'04 – Apr'06: Ramms (I) Pvt. Ltd., New Delhi as Assistant Manager**
 - **Sept'02 – Feb'04: Arcus Ltd., Gurgaon as Team Leader-Projects**
 - **Feb'01 – Sept'02: Modicare Ltd, Chandigarh as City Manager-Punjab, Himachal & Part of Haryana**
 - **Jun'98 – Feb'01: Sun Earth Ceramics Ltd. (Sonora Tiles), Delhi as Senior Sales Executive**
 - **May'96 – Jun'98: Madhusudan Ceramics Industries Ltd., Delhi as Sales Executive**
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PERSONAL DETAILS

Date of Birth: January 24, 1973
Residential Address: Sector 76, Noida
Linguistic Abilities: Hindi, English and Punjabi