

ANUSHEEL SHRIVASTAVA

Compensation Leader - Amazon India and Emerging Markets | XLRI- PGDHRM

+91 9591035963 | anusheel33@gmail.com

www.linkedin.com/in/anusheelshrivastava

CAREER SUMMARY

Highly accomplished HR professional with expertise in Compensation and Benefits and a proven track record in HR Business Partnering and COE roles. A 14-year career across reputed MNCs has helped develop expertise in HR business partnering, C&B, change management, L&D, employee relations, M&As, and compliance, along with a demonstrated ability to coach senior leaders and work with matrixed stakeholders.

As a leader in C&B, I have spearheaded business-aligned compensation strategies, designed and executed of multi-million-dollar total rewards programs across diverse markets, implemented benefits programs, and successfully led HR operations, systems, and payroll functions. My experience encompasses Executive compensation, Sales Incentives, Global market intelligence, Expatriate compensation policies, and scalable HR/analytics system implementations.

I have consistently delivered across the HR spectrum, including M&A projects, process excellence initiatives, employee development & retention programs, sales and culture trainings, development of DEI charter, and ensuring labor law compliance (for IN).

I bring a unique blend of these intricate HR skills to every challenge, enabling me to manage diverse perspectives effectively. I am seeking opportunities that will allow me to leverage my HR expertise, leadership capabilities, and track record of delivering tangible results to drive organizational excellence.

KEY SKILLS

Sales Incentives	Analytics	Leadership Dev. & Coaching	C&B Strategy & Programs	Change Management	Startup
Sales and Commercial HR	M&A	Employment Compliance	Multi Country Projects	Talent management	People management

AMAZON (AUG'21 TO CURRENT)

Current Role – Compensation Leader (India and Emerging Markets & Amazon International Stores – IND)

(SEP'24 TO CURRENT)

- ❖ Defined and executed investment strategy for annual comp across **10+ locales (20,000 HC)**, based on talent KPIs and stakeholder feedback. Built frameworks for **multi-million-dollar investments**, aligned with the needs of each business and locale
- ❖ Designed and executed Director-level compensation rationalization approach, impacting comp for key leaders across emerging markets
- ❖ Revised and harmonized undergraduates' compensation, saving **9% in cost**, while simplifying offers for **3,000+ annual new hires**
- ❖ Customized the comp approach for niche talent segments e.g. Corporate development, Business Tech and Video/Media business roles
- ❖ Consulted business **VPs and HR leaders** on key comp decisions and interventions for their orgs
- ❖ Represented the India business in global **matrixed working groups** for creation of job types, ranges, and variable pay models (5+ projects)
- ❖ Secured in-principle alignment to models to comply with ensuing labor codes with **cost analysis of wages, perquisites, PF, and gratuity**

HR Manager – Categories (Consumables, Grocery, Private Brands, B2B, Media, Toys, Pharma, New Programs, IN Sales)

Manager – HRBP and LnD (APR'22 TO SEP'24) | Sr. HR Program Mgr. (M&A) (AUG'21 TO APR'22)

New Business setup and existing business revamp

- ❖ Guided business leaders on buy/build and employment models, including outsourcing, in alignment with cost and talent needs
- ❖ Partnered in "Sales 2.0" strategy by delivering on **seller focused org design**, regionalized workforce plan and **variable pay**
- ❖ Created focused initiatives for **women representation in associate & leadership roles**, achieved 10% increase in representation
- ❖ Redesigned account management orgs/roles which were spread across 10+ Director orgs into a single efficient unit creating consistent experience, leveraging economy of scale for building a Centre of Excellence and providing **enriched career paths** to 600+ employees.

Leadership coaching and L&D

- ❖ **Coached senior leaders (10+)** on their career growth actions and partnered on people charter thereby enabling their next level growth
- ❖ Led org-level initiatives (5k+HC) for Day 1 culture assimilation, via trainings, communications, closed-loop mechanisms and processes
- ❖ Conceptualized and implemented a **seller success focused sales capability framework** for 4 different Sales and AM teams and 1000+ HC
- ❖ Restructured the existing L&D programs to make them relevant for the quarterly business cycles and "Seller-event-aligned". Inculcated a "**giving back to org**" culture by a focused charter to build up facilitator pool and high-quality training content

M&A

- ❖ Led a cross-functional taskforce of HR and allied teams to deliver the strategic acquisition of **two entities with 1500+ employees**
- ❖ Navigated through **matrixed and decentralized global teams** to deliver high-bar employee experience, while aligning with local needs
- ❖ Led post-acquisition org design, roles/policies harmonization and exception management workstreams leading to a successful merger

Employee relations & Governance

- ❖ Partnered with business, finance, and legal teams to build governance frameworks for 2 orgs; project included specific role definitions, org designs, **segregation of responsibilities and delegation of authorities** to minimize business compliance breaches

EDUCATION

XLRI, JAMSHEDPUR

PGDHRM

(6.1/8) 2013

NIT, BHOPAL

(MANIT)

B. TECH MECHANICAL

(8.12/10) 2009

ACADEMIC FEATS

Secretary External

Linkages (Exlink), XLRI

Among top 1% students in
XAT'10 and in top 1.25% in
AIEEE '05

HRBP SME Projects

- ❖ As a workstream lead for defining the new HRBP operating model for Amazon India, redefined HRBP deliverables across emp lifecycle
- ❖ Led Org-wide workstreams on role definition and job satisfaction for category managers, program managers, and site merchandisers

PRIONE GROUP (PRIONE & CLOUDTAIL; AMAZON-CATAMARAN JV) (DEC'14 TO AUG'21)

Manager - HR (NOV'18 TO AUG'21)

Last role – HR Leader for the Prione CEO and Group CFO. Led a team of HRBPs & PMs to support Business & Corp orgs based at 15+ sites

Change Management

- ❖ Demonstrated thought leadership and execution rigor to support 8+ business ramp ups, ramp downs, org restructures at scale
- ❖ Accomplished 7+ projects **impacting 50-300 on-roll & 500 to 3000 3P workforce** resulting in 5-20% improvement in employee satisfaction
- ❖ Managed **transitions of CEO, CFO, and multiple BU Heads**, built and executed plans for communication and new leader assimilation
- ❖ Led evolution to a new performance assessment framework with a comprehensive plan for: communication, leadership buy in, manager (250+) awareness, execution of talent review sessions, and employee (100+) feedback/communication

Talent and Culture Management

- ❖ Built associate development program, enabling their transition into managerial roles. It included **assessment/development centers, structured IDPs, sandbox projects**, mentorship and reviews. 80% of participants graduated to next-level roles in 6-9 months
- ❖ Built the new DEI charter encompassing dimensions of gender diversity, people with disabilities, and overall inclusion
- ❖ Conceptualized and executed CXO workshop on **mitigating unconscious Bias**, institutionalized **affinity groups & mentoring circles**
- ❖ Built talent metrics, nudges, and process checkpoints to mitigate biases and established diversity pipeline metrics with TA team

Employee relations

- ❖ Created a compliant framework for contract workforce management supporting **1500 contractual** workforce through scalable processes. Built and executed governance and compliance mechanisms, grievance management, performance, and incentive models
- ❖ Institutionalized 3P agency selection and audit processes, enabling agencies to comply with the high internal bar mandated by the Board

Leader C&B & Compliance (DEC'14 TO OCT'18)

Compensation and Benefits

- ❖ Worked with the **Board on CEO/CXO Comp**, provided recommendation to the decision-makers backed with internal and external data
- ❖ Designed proactive programs to “*ring -fence*” key leadership talent and instituted a framework to manage ad hoc retention requests
- ❖ Consulted leaders (**CEO, CFO**) and HR on comp, enabling them to retain talent and optimize **cost trade-offs as per business cycles**
- ❖ Administrated benefits, **wellness programs, and key HR policies**, which were relevant for org and ahead of market benchmarks

HR operations, Systems and payroll and compliance

- ❖ Led **compliance for 35+ sites** across India, ensuring 100% compliance and timely response to stat authorities (Labour, PF, and ESI)
- ❖ Defined the greenfield HRMS roadmap, co-opted business leaders and implemented in phases over a period of 2 years
- ❖ Leveraged hands-on tech and project mgmt. skills in implementation for **Oracle Fusion & Taleo systems** within stipulated timeline
- ❖ Led payroll with **99.6% accuracy** and managed statutory, ICFR, and internal audits, thereby contributing to timely book closures
- ❖ Directed process improvements with strong focus on **Kaizen, automation and outsourcing** reaching **3 sigma** levels within 1 year

INFOSYS (AUG'13 TO DEC'14)

Compensation & Benefits Specialist: Member of Corporate C&B policy team and anchor for C&B Market Intelligence globally

C&B Market Intelligence, policy and ranges

- ❖ Anchored survey coordination, **job mapping, and gap analysis** in collaboration with Radford, Mercer, Towers Watson, and Aon
- ❖ Enabled decision-making for the HR leadership via a monthly global wage cost dashboard, metrics deep dives & root cause analysis
- ❖ Revised **expat compensation for 10+ NA and EU countries** through market study, statutory alignment and financial impact analysis
- ❖ Developed compensation ranges for global B-school hires for 20+ countries and product management & data scientist roles

Program management

- ❖ **Benefits:** Anchored global child education reimbursement program and National Pension Scheme (NPS) for India
- ❖ Contributed to Infosys annual global comp review, which included impact simulation and budgeting for compensation review, promotion/progression. Received a team **recognition by the Infosys Chairman** for contribution to this exercise

Engineers India Limited (JUL'09 TO JUN'11)

Engineer (Mechanical Design)

- ❖ Contributed to consultancy projects with diverse clientele in oil and petroleum sector
- ❖ Designed piping systems, owned tender preparation and technical bid evaluations
- ❖ Acted as SPOC for dealing with vendors, contractors, and clients, which included multinationals