

# SRIDEVI GEDDAVALASA

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## Experience Summary

I am an experienced financial/Operational/Marketing/Training professional seeking an important role in any **domain** and well oriented in process development and improvement. I have strong track record of achieving great results and meeting the set performance parameters. I am well trained in coping with changing market trends and have garnered knowledge across **Banking, Investments, Marketing Pharma Products and Training in all above 3 sectors** with strong skills in developing customer relationship values.

## Career Snapshot

- **Marketing Manager** – The Metro Place Hotel from Aug 2019 to till date.
- **Branch operation Manager** – With Kotak Mahindra Bank from May 2015 to Feb 2016
- **Branch Manager** – Three years in ING Vysya Bank from Apr 2013 to Apr 2015
- **Relationship Manager** – Govt. Business Banking, Tamil Nadu for Nine Months in ING Vysya Bank from May 2012 to Mar 2013
- **Branch Manager** – ING Vysya Bank from Oct 2010 to Apr 2012.
- **Branch Manager** -- Around four years in ICICI BANK from Aug 2006 to Sept 2010.
- **Scientific Service Officer** - Sanofi - Aventis (Chennai & Hyderabad) 1998 to 2006.  
Eight years of experience in Healthcare Industry

## Domain Expertise

**Marketing** – Pharma Products, Branch Banking / Investment Banking & Hospitality products.

**Banking** – Retail Banking, Investment Banking, Mutual funds, Financial, PROFILE

**Insurance** – Life Insurance (Traditional/ULIP), General Insurance

## Awards & Achievements

- Awarded “**The Best Sales Champion**” for the year 2005-06.
- Got selected for a trip to London for achieving “**Life Insurance Target**” for the year 06-07.
- Awarded for “**Excellence in Income Funds**” for the year 2007-08.
- Awarded for “**Achieving Five Crores in Portfolio Management Service**” for the year 2008-09.
- Pan India No.1 for scoring top in “**Sales and Process for the year 2009-10**”
- The TEAM represented **Pan India No.1** for the year 2009-10.
- The TEAM being invited for a special meet with the BUSINESS HEAD in the year 2009-10.
- Achieved **CASA** and **FTM** targets in the 1<sup>st</sup> year of launch of the Branch in Kilpauk, Chennai.
- Achieved 70% wealth management target in a period of 6 months.
- Started the FY 2011-2012 with a base of 8.1 Crores.
- Achieved 100% NII for the FY 2010-2011.
- Qualified for a trip to Honkong by achieving Insurance target for the 3<sup>rd</sup> qtr. FY 2010-2011.
- The performance rating for FY 2010-2011 was rated no.4, 5 being the highest for a period of 6 months.
- Within a span of 3 months booked **140 Cr. FD** from various Govt. Accounts.
- Awarded for excelling in Life Insurance Business for the financial year 2013-14, 3 times & Excellence awards for
- Life Insurance for the 1<sup>st</sup> & 2<sup>nd</sup> Qtr. During 2014-15.

- Awarded as a mobile champion Branch for the year 2014-15.
- Booked Highest, single deal trade forex income @ Pan India Level.
- Got the retail lion's award in the Gold Branch category-as the Best Branch Head in the 3<sup>rd</sup> qtr for f/y 2014-15.

## **Areas of Expertise**

- Achieving the targets in line with the organizational standards.
- Highly adept at customer profiling, portfolio management.
- Managing a team of eight members and corpus worth of 328 Crores.
- Spearhead other strategic initiatives and execution levels ranges from Business Development and service offerings to High Network individuals
- Updating of Product knowledge, Market happenings for self and the team.
- Nurturing talent.
- Handled most departments in retail branch Banking.
- Underwent special training for Wealth Management in the ICICI bank.
- Team building and nurturing talent with high scores.
- Serve as liaison between the customer and various internal departments.
- Consistently demonstrate high quality, result driven, prompt and professional
- Customer service which results in customer satisfaction, loyalty & retention.
- Ensure that customer problems and complaints are handled professionally, effectively,
- Maintained at a minimum level and resolved to the highest level of satisfaction.
- Contribute to the establishment and development of organization goodwill/ reputation
- By searching for new opportunities and converting them to successful business.
- Offer and extend services in accordance with company standards and practices.
- Own all branch-Banking objectives and overall branch supervision.
- Ensure achievement of overall Branch Targets by generating business and cross sales.
- Key Customer Relationship Management & supervision of all High Net Worth customer programs.
- Ensure all components of the branch sales model function as per design.
- Complaints Handling.
- Review Branch Operations reports.
- Branch Merchandising & co-ordination with Marketing at product level.
- Review vault register.
- Review Suspense & Dummy accounts.
- Ensure compliance with Banking rules, Regulations & Procedures.
- Periodic review of progress vs. objectives.
- Ensure clarity of Business objectives among staff
- Managing the branch operations as a whole

## **Experience**

### **Kotak Mahindra Bank, Chennai**

#### **Branch operation Manager – With Kotak Mahindra Bank from May 2015 to Feb, 2016**

#### **Branch Manager – Oct 2010 to Apr 2015**

- Responsible of Branch Activities-Sales, Operations,
- Team Management and Profit and Loss of the Branch.
- Managing the overall GL of the branch-CASA (current accounts and saving accounts)
- PROFILE –software for managing operations and transactions of all the retail clients.
- Strong FINNACLE product knowledge
- Promotion of various products like

- **Life insurance products-Both ULIPS and Traditional ones**
- **Mutual funds**
- **General Insurance**
- **Gold Loans**
- **Portfolio management** service products
- **CCOD** products

## **ICICI Bank, Chennai**

**Branch Manager** - May, 07 to Sept, 10

**Sr. Wealth Manager** - Nov, 06 to April, 07

**Regional Sales Manager** - May, 07 to Sept, 10

- Handled clients of relationship value ranging from 1 to 2 Crores.
- Total Asset under Management over 328 Crores
- Highly adept at customer profiling, portfolio management.
- Gave inputs for improvement in process and concerned software.

## **Sanofi-Aventis, Chennai**

**Scientific Service Officer** – Aug, 98 to Oct, 06

Took care of Health care division in Cardiology, General medicine, Neurology, Gynecology and products Product knowledge on the related segments, pharmacology, pharmaceuticals and related diseases and disorders

## **Education**

- Bachelor of Pharmacy from MGR University, Chennai**

## **Personal Information**

**Marital Status** : **Married**

**Date of Birth** : **05.02.1977**

**Languages known** : **English, Hindi, Tamil, Telugu, Malayalam**