



CORE COMPETENCIES

- ✓ Sales
- ✓ Business Development
- ✓ Business Continuity Planning
- ✓ CRM
- ✓ Compliance & Governance
- ✓ Risk Management
- ✓ Investigation
- ✓ Team Management
- ✓ P & L Management
- ✓ Supply Chain management
- ✓ Contract Management
- ✓ Relationship Management
- ✓ Loss & Fraud prevention
- ✓ Liaison and Coordination
- ✓ Negotiation

QUALIFICATIONS

- ✓ Certificate Course in Business Management- IIM Ahmedabad (2016)
- ✓ Diploma in Materials Management Rani Durgawati Vishwavidyalaya- Jabalpur , (2009)
- ✓ Master of Science (Chemistry) (2007) Shri Guru Ram Rai PG College, Dehra Dun
- ✓ Bachelor of Science (B.Sc.) DAV PG College, Dehra Dun- (2005)

SKILLS

- ✓ Ability to work in diverse environment & manage cross cultural teams.
- ✓ Adept at performing under pressure.
- ✓ Multi-tasking ability.
- ✓ Result oriented & effective communicator with strong analytical & planning skills

CAPT MEENAKSHI GUPTA

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CAREER OBJECTIVE

Actively seeking a challenging and rewarding position in senior management level where I can utilize my skills and experience to enhance organizational goals.

PROFILE SUMMARY

Ex-Army Officer with 11 years experience, presently working as Senior Partner in Max Life Insurance.

- ✓ Resourceful as a key player for implementation of marketing strategies, sustaining efforts for sales/ lead generation, as well as for resolving operational issues and clients' concerns satisfactorily .
- ✓ Impressive skills in designing and executing channel sales & strategies to achieve segment-wise targeted sales volumes, city-wise market shares, reach, and coverage objectives.
- ✓ Expertise in exploring and developing new markets, appointing channel partners, brand promotion, accelerating growth & achieving desired sales goals
- ✓ Functional expertise in managing the overall training operations with key focus on SLA's & SOP's & bottom-line profitability by ensuring optimal utilization of resources for enhanced operational effectiveness
- ✓ Enterprising and dynamic with a strong will to win; possess strong planning, interpersonal & problem-solving skills; excellence in identifying, recruiting, training & directing cross-functional teams and leading them to deliver results.

PROFESSIONAL WORK EXPERIENCE

MAX LIFE INSURANCE

April 2021- TILL DATE

Senior

Partner(Kolkata,Gangtok,Patna,Ranchi, Silliguri)

Achievements

1. 2021- 2022, Star of the quarter for Apr,May & June.

- ✓ Spearheaded sales team in 4 states, with 5 branches for Defence vertical.
- ✓ Designing successful sales techniques/strategies/tactics using CRM and market feedback.
- ✓ Planned and implemented marketing and branding Rakshak vertical in all major events of Indian Army in Eastern sector.
- ✓ Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance.
- ✓ Ensuring effective hiring, orientation, training, development and retention of sales staff; displaying a dynamic leadership style to motivate and empower a team to ensure successful harnessing of business.

Senior Partner(Kolkata,Gangtok,Patna,Ranchi)June2019-Mar 2021

Achievements

- ✓ Spearheaded sales team in 4 states for defence vertical.
 - ✓ 50% of Zone target and 10% of National target contributed by my cluster for FY 2020-2021.
 - ✓ Planned and implemented marketing and branding Rakshak vertical in all major events of Indian Army in Eastern sector.
 - ✓ Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance.
 - ✓ Building, developing and sustaining sales team with a long term horizon.
 - ✓ Accomplishing and exceeding volume and profit goals by nurturing partnerships with existing customers.
 - ✓ Dispute resolution and image building.
1. Building and developing a complete team in the new vertical, Rakshak from scratch.
 2. Institutionalized analysis based sales drive.
 3. **FY 2020-2021** GS of 4 CR. Completed 100% GS for Kolkata , 120%Ranchi and rest 2branches performing at 80% productivity, despite ongoing pandemic.
 4. **FY 2019-2020** GS of 4.5 CR. Completed 110% GS for Kolkata and rest branches performing at 85% productivity.
 5. Successful practices of CSR done by me on behalf of Max were implemented in other branches and zone of Max Rakshak channel.

DHFL PRAMERICA LIFE INSURANCE**Jan 2019- June 2019****Area Manager (Kolkata,Patna,Bhubneshwar)**

- ✓ Spearheaded a team of 3 Branch Managers for sales target achievement in 3 states.
- ✓ Shouldering the responsibility of dealing with defence clients and organising various camps.
- ✓ Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance on a regular basis

Vedanta Sesa Goa Iron ore**July 2017- Jan 2019****Head Admin & Facility Management**

- ✓ Managing two major locations Panjim HO & Amona, manufacturing unit.
- ✓ Oversaw facilities spread over a 185 acre site consisting of 23 buildings, 2,500 employees and 33 Closed Areas.
- ✓ Managed 3 Canteens & Cafeteria, travel management, Hotels Bookings.
- ✓ Staff accommodations. Welfare procurement/staff uniform/safety accessories.
- ✓ Wash pledge facilities.
- ✓ Successfully planned, developed and executed Security and Risk Management SOPs along with the Security Head.
- ✓ Developed best risk management practices for environmental permits resulting in zero findings during multiple Government agency reviews by implementing 5 S techniques.
- ✓ Streamlined security and administrative requirements for export of iron ore to China.
- ✓ Maintained Security Documentation consisting of Emergency Action Plans, Classification Manual, COMSEC SOP, Facility Policy and Procedure Manual.
- ✓ Crisis Management -during the mining ban in Goa.
- ✓ Managing high profile – VVIP/VIP visit in terms of security hazard.
- ✓ Worked and develop a digital security tracking template for employees, visitors, and transporters.
- ✓ Establish strong KPI for measurement of performance delivery of vendors and ensured contractual commitments and within budgets.
- ✓ Compliance of regulatory and statutory requirements in coordination with Security, Legal and Finance.
- ✓ Conducting audits for complete facility. Document findings& action plans for prompt closure.
- ✓ Influence the technical, commercial terms and conditions, operational scope and SLA for AMC.
- ✓ Liaison Security to meet operational and strategic needs of the business.
- ✓ Handling 15 Cr Budget, CAPEX & automation project.

Achievements

1. Proposed and implemented FMS to single vendor to maintain 5S for wash pledge.
2. Proposed & implemented risk management and landscaping project of 1.5 Cr a year for 23000sqmt.
3. Modifying the existing transport buses and vehicles from safety point of view.
4. Conducted 3 days Vedanta Chairman's conference having 150 invitees across globe including all CEOs & CFOs across country for Vedanta.
5. Proposed & implemented online portal for grievance handling of employees.
6. Proposed & implemented crèche facility.

Indian Army – Captain**Oct 2007 - June 2013****• Supply Chain Management/Logistics/Procurement**

- ✓ Handled independently two sub depot (Distribution Centre) with an inventory in excess of 50000 line items worth over INR 400 Cr with a man power of about 400 personnel each.
 - ✓ Provided consulting services to internal clients on best practices for process improvement, software package selection and implementation for end to end SCM and training of employees to enhance productivity.
 - ✓ Transformed demand planning by implementing Integrated Quarter Master Package (IQMP) to automate various logistics process of an Army unit for effective logistics management and decision making.
 - ✓ Implemented Workshop Automation Software Package (WASP) for effective inventory management including reverse logistics from local warehouses to central hubs and vendor selection through RFI/RFP/RFQ/BOQ.
 - ✓ Procured Clothing, Food items, FMCG products, Ammunition and IT products (Hardware & software) for the unit amounting to 10 Cr.
 - ✓ Optimized resource utilization by formulating vehicle load and fuel utilization policies, leading to reduction of vehicle requirement for operational task by 10% and fuel consumption by 15%.
 - ✓ Developed and formulated operational timelines and route plans for movement of over 800 personnel, equipment, vehicle and inventory via rail, road, water and air over a distance of 1500 km.
 - ✓ Ensured 95% serviceability of diverse set of equipment by formulating key maintenance schedules.
- Formulated key lean management practices that decreased the defects of operational equipment by approx. 30%.

Achievements

1. With my team on own initiative reorganized 8 warehouses helping recognize 120 dead inventory saving up to 20 lakh Government funds.
2. Independently led a workforce to manage end to end supply chain operations improving delivery performance by cutting delivery time from 30 days to around 21 days.