

Academic Profile

PGDM	IIM Kozhikode	2.79/4.33	2012 - 2014
B.A. Honours (Economics)	Hans Raj College, Delhi University	66.4%	2009 - 2012
Class XII (C.B.S.E.)	Amity International School, Noida	92.6%	2008 – 2009
Class X (C.B.S.E.)	Amity International School, Noida	95.4%	2006 – 2007

Profile Summary

- More than 7 years of experience in Strategy & Management Consulting and Sales & Marketing
- Diverse experience working across industries such as Consumer Goods including FMCG, Consumer Durables, Food & Beverage, Alco-Beverage, Automotive Ancillaries, Lubricants and Hi-Tech Clients
- Experienced in Route-To-Market, Digital Route-To-Market, Sales Acceleration, Salesforce Effectiveness, Process Assessment & Re-design Improvement, Analytics & Enablement

Work Experience

Accenture Management Consulting	Manager	Nov'20- Present
	Digital RTM Assessment and high-level design for CPG player in China	
	<ul style="list-style-type: none"> • Assess and define capabilities for Distributor, Sales Rep and Retailer Digital enablers to support the Traditional channel and drive B2B Commerce sales for Distributor/ Retailer 	
	GTM process transformation for leading Global Beverage and Snacks player across AMENA	
	<ul style="list-style-type: none"> • Objective was to transform GTM Sales, leveraging standardized Digital enablers, business processes and KPIs across 7 markets for Direct Selling, Traditional & Modern trade channels • Assessed As-Is GTM processes for sales front-office and back-office to create cross-country view of As-Is processes for both traditional and modern trade business (<40% harmonized) • Defined standardized To Be processes to improve productivity and drive perfect in-store execution 	
	Consultant	Dec'16- Nov'20
	New Business Assessment (Air Coolers) for leading Indian auto-ancillary player	
	<ul style="list-style-type: none"> • As part of Go/No Go decision, evaluated the decision based on aligned Market Entry framework • Conducted Market sizing and triangulation to qualify market attractiveness • Detailed competition and product portfolio analysis to create comprehensive product maps and identify white-spaces or opportunities to differentiate • Conducted Voice-of-Customer and market visit insights to capture pulse of the market and where the market could be potentially headed and evaluate potential synergies with Client's existing channel • Conducted P&L benchmarking across existing key players to identify min. investment requirement 	
	GTM Refresh for leading Indian Lubricant manufacturer	
	<ul style="list-style-type: none"> • Objective was to refresh GTM for B2C and B2B businesses and understand gaps/bottlenecks in current processes to identify a set of targeted initiatives to disrupt the market and increase market share • Created bottom-up demand sizing model to identify key geographical areas and channels for focus • Assessed As-Is GTM operating model and benchmarked vis-à-vis best in class in CGS industry, contextualized to B2C Lubricant business to identify areas of opportunity • Designed To-Be GTM strategy, focusing on Distributor consolidation, role of Distributor, Sales structure, and Influencer engagement to improve engagement across the value chain 	
	Digital RTM CPG Best Practice Point-of-View & Roadmap for leading Lubricant manufacturer	
	<ul style="list-style-type: none"> • Understand client business context and key challenges to identify gaps and evaluate digital capability of across As-Is Route to Market processes, for the B2C business in India, Russia, Indonesia • Identified industry best practices from Consumer Goods (FMCG) to identify possible digital interventions, focused in the space of End-to-End Digital RTM, Digital to find new outlets and Next Best Action (Field execution) leveraging Digital relevant in the context of these select markets • Created market specific Digital Playbooks with Digital RTM interventions for immediate and long-term considerations with potential business benefits and implementation costs 	
	Capability development to improve Sales conversion rate for leading Indian Footwear player	
	<ul style="list-style-type: none"> • Developed capability index matrix to identify and prioritize capability focus areas based on current and desired state and created high impact training to deploy pan-India with minimum impact on sales • 60%+ increase in capabilities of Sales Officers and ASMs from Day 1 Pretest to Day 2 Post test • Project awarded Gold medal internationally in "Sales Talent & Performance"-Brandon Hall Awards'17 	

Work Experience (continued)

Accenture Management Consulting	Consultant	Dec'16- Present
	Pricing and Profitability analysis for leading Global EHT player	
	<ul style="list-style-type: none">Analysed global incentive spend by category using spend waterfalls to identify priority areas for focusAnalysed sensitivity of every dollar spent on different types of programs and suggest a POV for the future based on findings and Industry best practicesConducted extensive margin analysis to identify key partners with consistent low/negative margin	
	Analyst	April'15 – Dec'16
	Trade Promotion Spend Optimisation for Indian FMCG's International division (Modern trade)	
United Breweries Limited	<ul style="list-style-type: none">Analysed rebates given to MT channel for subsidization as part of Terms of TradeIdentified As-Is A2S spend ratios through analytics of the secondary sales data for entire modern trade channel to identify effectiveness of spends across discretionary spends (Events, Gondola, etc.)Identified spend optimization opportunities based on spend effectiveness and Industry benchmarks to define A2S guidelines for future spends	
	Sales Acceleration for a leading Indian Tyre manufacturer : Go to Market Refresh	
	<ul style="list-style-type: none">Used sales analytics to arrest volume decline and identify growth levers for sustained volume growthPrepared comprehensive excel dashboards to deliver month-on-month sales analysis, SKU and segment performance analysis to review field team performanceCreated gamified sales performance linked Sales team “YPL” to improve sales team productivityDeveloped a Sales coverage model based on segmentation of customer accountsDeveloped comprehensive pricing tool for visibility & agile response to competitive pricing changesDefined SKU Rationalization framework to optimize existing product portfolio and future scopeAnalysed value drivers within the product-price ecosystem viz. warranty, new product positioning etc. vis-à-vis competition to identify client's point of differentiations	
	Industry benchmarking for growing Indian FMCG player (Dairy business division)	
	<ul style="list-style-type: none">Conducted Industry benchmarking for Sales organization structure and product portfolio management to identify areas of opportunity as part of overall Business transformation program :Reviewed sales organisation design to identify gaps/surpluses vs industry peersAnalysis & Review of innovative products across the globe to identify focus categories for new product development and innovation	
United Breweries Limited	Management Trainee – Sales & Marketing	July'14 – Feb'15
	<ul style="list-style-type: none">Responsible for topline of Institutional channel for a sales region, managing a team of 5-6Showcased effective key account management skills for existing partners and strong business development efforts to nurture and build new account relationshipsIdentified and converted upselling opportunities across key accounts, increasing share and coverage of focus brands (from Kingfisher Premium to Ultra and from Ultra to Heineken)Identified and negotiated opportunities for tie-up agreements with regional key accountsUndertook POS visibility mapping, suggested areas for improvement of visibility across POSProposed and implemented local ground-level consumer activations in new markets to drive salesDeveloped excel based sales dashboards for easy daily sales reporting with detailed description of sales, competition share, cold stock etc.	

Other Professional Achievements

- Certified by Accenture as Consumer Goods Industry Specialist
- Certified by North Western University, in association with Accenture, in Data Driven Consulting
- Officially Mentored and guided two summer Interns during my stint with Accenture
- Consistently supported Accenture Senior Leadership with Business Development efforts to showcase team capabilities
- Contributed to Accenture Practice/ Team Building efforts and recognized from time to time for it by Senior leadership
- Contributed to Accenture published research– Global Consumer Pulse Research 2019 – with the Research team, by analyzing year on year trends and contextualizing research results to business context