Prashant Kankokar

Organizational Development & Digital Transformation Leader

Contact

Address
Pune, Maharashtra

Phone
+91-953-588-8704

E-mail
prashant.kankokar@gmail.com

LinkedIn
https://www.linkedin.com/in/prashannt/

Objective: to seek and maintain a full-time position that offers professional challenges, intriguing problems to solve, leadership opportunities and scope to implement expertise to impact P&L

Quick decision maker and strategy builder that likes to work with other people. Exceptional business mind with incredible attention to detail and high contextual intelligence. Successfully driven programs & initiatives ranging in budgetary scale of **$2 million to $50+ million (USD)**. A People Leader with morale-building abilities to enhance employee engagement, satisfaction & boost performance. Mentored & managed teams of **100+ direct and indirect reports** including senior managers and **influenced 6000+ employees** through various events. Proactive and meticulous **Product Owner, Agile Coach, Business Transformation & Transition & Digital Marketing Leader** with over 15 years of experience in multiple industries including SAAS and Consulting / Big4. Customer Success oriented team player with expertise generating optimal satisfaction levels while building profits, client base and generating **revenue of over INR 22Cr+ YoY**.

Recognized expert through years of industry experience and proven record of successful leadership, with ability to direct all company initiatives as well as successfully build world class teams and polished customer relations.

Work History

2021 Apr - Current	**Business Head**
	Zoop.one, Pune, Maharashtra

- Accountable for end-to-end marketing and sales funnels for the organization
- Implemented Finance and Accounts transformation resulting in 3 FTE savings by using technology.
- Created brand positioning in the "sensitive" RegTech industry
- Led Sales & Marketing including outreach, demand and lead generation, pricing **driving revenue, P&L up by 25% QoQ**
- Supervised graphic designers, content writers, social media managers, SEO experts, market researchers and analysts.

Skills

Strong Relationships

●●●●● Excellent

Interpersonal Skills

●●●●● Excellent

Solution design & architecture

●●●●● Excellent

Mentoring And Coaching

●●●●● Excellent

Sales & Marketing Strategy

●●●●○ Very Good

Transition & Program Mgmt

●●●●● Excellent

Strong Leadership Skills

●●●●● Excellent

- **Scored NPS of 7.93** by designing & implementing cross-functional strategies for business growth, mentoring people, developing solutions & building power-packed teams, including employee satisfaction, talent acquisition & retention, continuous improvement where **repeat business accounted for 70-86%**
- Achieved INR **₹ 22 Cr YoY revenue** as per OKRs (Objectives and Key Results) & BizOps (ValueOps Value Streams) implementation
- Fostered digital transformation across organization, including B2B and B2C verticals **cutting down sales cycle by 68%**
- Established alliances, corporate partnerships and built strategic business relations with "C" level executives / CXOs, including CTOs, Business partners, and CEOs / Founders, to close deals and grow revenue and customer base with **retention rate of 96.4% MoM**
- Driven Product Development as Product Owner & Agile Coach and **facilitated 97.6% product releases as per schedule**

2018 Jun - 2021 Apr

Associate Director

PwC SDC, Kolkata, West Bengal

- Successfully implemented marketing and communications strategy to impact buying behavior and drive demand generation ultimately resulting in higher sales conversion rates.
- **Transformed finance/accounts, HR, Procurement and Operations** resulting in **100K hours savings YoY** by streamlining, implementing lean and automating repetitive processes.
- Owned the entire sales and marketing funnel activities
- Led Program Management, Agile Digital Transformation to identify and create **automations resulting in $25.6+ million savings ARR**
- **Transitioned** new business **worth $50+ million** from onshore offices
- Collaborated with function heads, top executives, & senior leaders to manage digital programs and deliver solutions strategy contributing towards **increased efficiency by 65%**
- Influenced Global leadership and helped carve out success strategies befitting them to cultures across globe.
- Identified big-ticket opportunities & co-created solutions to drive **outcomes resulting in 500k+ hour savings YoY**

Product Ownership

●●●●○ Very Good

Product Management

●●●●● Excellent

Ability to Motivate

●●●●● Excellent

Leading Teams

●●●●● Excellent

Product Strategy

●●●●● Excellent

Verbal And Written Communication

●●●●● Excellent

Software

Salesforce, Pipedrive CRM

●●●●● Excellent

Microsoft Office

●●●●○ Very Good

Confluence, JIRA

●●●●● Excellent

AWS, G Suite

●●●●○ Very Good

Alteryx, UiPath

●●●●○ Very Good

Tableau, Power BI

●●●●○ Very Good

- Successfully **driven global change for 6000+ employees** from teams being risk-averse to innovative & disruptive culture
- Evaluated individual knowledge & skills and assigned team positions aptly to leverage & maximize talent areas
- Facilitated **training of batch size 50 to 70** and interactive **workshops of batch size 25-40**
- Engaged **audience of 2000+** & more during town halls
- Coached teams be more productive through agile/lean transformation and industry best practices
- Increased soft **sales of automated solutions produced at center to Global partners by 84%**

2017 Feb - 2018 Jun	**Process Excellence Manager**
	Maersk Global Service Centre, Chennai, Tamil Nadu

2014 Sep - 2017 Jan	**Quality Manager**
	Commonfloor / Quikr, Bengaluru, Karnataka

2013 Jul - 2014 Sep	**Catalog Manager**
	Amazon, Bengaluru, Karnataka

2010 Nov - 2013 Jun	**Assistant Business Process Manager**
	Searce, Pune, Maharashtra

2009 Aug - 2010 Jul	**Process Specialist**
	Infosys Ltd., Pune, Maharashtra

2008 Feb - 2008 Jul	**Shipping Clerk**
	DDK Services, Sheffield, South Yorkshire

2004 Nov - 2006 Aug	**Customer Care Executive**
	WNS, Pune, Maharashtra

2003 Oct - 2004 Jul	**Shipping Documentation Executive**
	CP Ships (now Hapag Lloyd), Mumbai, Maharashtra

Marketing Stints (Part-time/Voluntary)

2015 Jan – 2021 Apr	**Peak Impact Mentorship**
	• Headed brand positioning, branding
	• Identified and targeting the right audience
	• Defined processes, protocols, team roles and marketing plans
	• Owned and led the marketing team and all digital marketing activities
	• Created and implemented brand guidelines, trained graphic designers and content writers
	• Hosted and chaired webinars, industry leader interviews, coaching and mentoring calls.

2022 Jan – Till date	**Moris PR**
	• Led sales, marketing and communications strategy
	• Defined processes, protocols, team roles and marketing plans
	• Owned and led the marketing team and all digital marketing activities

Education

2006 Sep - 2007 Sep	**Master Of Business Administration: Business Administration and Management**
	The University of Sheffield - Sheffield, United Kingdom
	• Member of Student Committee & Students Club
	• Secured Distinction in Marketing, Management Consulting, Operations and New Venture Planning

| 2002 Jun -
2003 Apr | **Bachelor Of Computer Science: Computer Science and Programming** |
| | *University of Pune - Pune* |

Accomplishments

- Used interpersonal and influencing skills to close deals and generate revenue of (INR) ₹ **22Cr+ YoY**
- Exhibited excellence in achieving profits, cost reduction/savings, implementing short- term & long- term strategies (for IT, Legal, HR, F&A, Operations), yielding average savings of **$25.6 Million** (USD) ARR (Annual Recurring Revenue)

- Upskilled **6000+ employees** to transform from function experts to techno-functional experts
- Achieved process excellence by implementing strategic initiatives in **F&A, HRO verticals** leading to cost and effort reduction of **44 - 78%**
- Created a steep reduction in revenue leakage and **increased cashflow of clients - 81%** for Apple, amounting to **$60k per month** & **65% of Monster Cable**, IBM, Honeywell
- Reduced Overdue & **increased cash flow by $1.2M per month**
- Successfully **retained customers** worth **£ 5.7 million**

Certifications

Prince2 Foundation & Practitioner

ICAgile Certified Professional – Agile Coaching (ICP-ACC)

Lean Six Sigma Black Belt

Data Visualization, Data Analytics & Business Analytics from Udacity

Data Analyst in R

RPA (Robotic Process Automation)

Advanced Predictive Modelling in R

Interests

Table Tennis, Horse Riding, Swimming, Reading inspirational books