

## **RUCHIN OMPRAKASH VOHRA**

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Curious by virtue & learner by nature with a rich mix of experience in - Marketplace | Planning & Buying | e-Commerce | Retail Interactions | Project Management | Vendor Management | Partner Experience | Customer support | B2B & B2C | Brand Management | Promotions | Design | Content | Revenue & Monetization | Stakeholder Management

### **PROFESSIONAL EXPERIENCE**

#### **Co-Founder –Legal-tech (B2B | B2C | Digital | Offline)**

Vakeelspot Technologies Pvt Ltd; May'21 – till date

- *Building an AI based SaaS platform for close to 1.6 Million practicing advocates in India to get clients and manage their practice on the go.*

#### **KEY RESPONSIBILITIES**

- Fundraising
- Investor relations
- Marketing
- Strategic partnerships

#### **Head – Sales & Marketing | Ed-tech (Consulting/Contract)**

ABC Technology Training & Upskilling; Dec'20 – March'21

- HR Tech – Hire Train Deploy model
- B2B Sales
- B2C
- Marketing
- Alliances

#### **Head – Partnerships & Growth | Health-tech (Consulting/Contract)**

HERdle.Health.; May'20 – Nov'20

#### **JOB RESPONSIBILITIES:**

- Create, develop and maintain partnerships to bring the best partners to our ecosystem, including but not limited to physicians, hospitals and health systems, lab companies, pharmaceutical companies, product and manufacturing companies, and distribution partners.
- Own the full sales cycle from research to outreach to negotiation to close to execution to relationship management; engage and align effectively in C-level meetings with partners, actively listen to understand business objectives and challenges, and align HERdle solutions to accomplish partner goals.
- Research and identify key clients and relationships needed to successfully scale HERdle across India
- Work closely with the team on deciding the best go-to-market strategy & tactics (channels, pricing, business model, etc.).
- Steer HERdle.Health's commercial strategy
- Work cross-functionally and collaborate across different tasks to bring ideas into reality.

## **AVP Sales – Strategic alliances | Recruitment solutions | Education Sales**

Leap Skills Pvt. Ltd.; June'18 – July'20

### **JOB RESPONSIBILITIES:**

*Posted at Bangalore & New Delhi – exploring long term and short term opportunities for establishing Leap's presence related to Campus and non-campus based opportunities*

Main agenda to explore the opportunities for Leap in:-

- Education sales & school tie-up
- University tie-ups or setting up a new university / acquisitions and mergers with existing education players
- Executive training field & executive training potential in corporate sector
- E-Learning platforms with focus on creating awareness for the new technologies used in educational universities & establishing company as a brand
- Revenue and Profitability targets for South & North India
- Hiring, training, mentoring and hand-holding a 2-tier sales team to meet targets
- Direct interactions with top clients
- Corporate liaisoning and building alternative/ additional revenue streams with collections & revenue management
- Internal & external stakeholder Management (CXO office, Senior management)

*Consistently been wearing multiple hats all throughout my tenure as per business needs @ Leap*

- Anchor role in building processes and ensure all recruitment activities are as per the focused industry segments
- End to End Recruitment & recruitment strategies
- IT, Internet / E-commerce, VAS, M-Commerce, Banking & Retail, Manufacturing recruitment for domestic markets..
- Demand & Supply management with passive sourcing
- Hands -on recruiting activities like market mapping and sourcing of profiles, phone-screen of potential candidates, initial positioning and selling of **Skillr** to external stakeholders & potential clients.
- Defined the recruitment processes that deliver great customer and candidate experience and measurable efficiency through automation and centralization
- Built high performance recruitment team which consisted of 8 people directly reporting

## **Business Head (MaaS, SaaS, PaaS) – Strategic Alliances | BD | Key Accounts | Project Management (Consulting/Contract)**

Unifize Solutions Pvt. Ltd.; April 2017 – Oct 2017

### **JOB RESPONSIBILITIES:**

- Identify, manage, develop relationships with strategic alliance partners and develop an alliance/partner strategy that delivers profitable growth and outpaces the market.
- Determine end-to-end business development strategy coverage model and target partners who represent the opportunities to grow and exceed business objectives.
- Build and execute *GTM* strategy for Bangalore region including, but not limited to, a short and long term account, ability to define clear lines of account responsibility, eye for scoping and onboarding strategic revenue endeavors.
- Team with marketing to drive the creation and utilization of sales collateral as well as demand generation programs and campaigns that drive partner revenue

## **Manager Business Development (Kids Category) – Category Management | Private Labels | Brand Alliances**

Hopscotch.in; July 2015 -Feb 2017

### **JOB RESPONSIBILITIES:**

- Maintained relationships with Pre-order/SOR/daily pickup vendors through online support, order entry and order fulfilment to include Hopscotch's order preferred processing
- Sold Marketing partnerships across all of Hopscotch's digital properties & created strategies that solve brand's short and long-term business challenges, including ideation, development, and execution of pitch materials
- Identify, develop and direct merchandise Private label opportunities in conjunction with local & regional brands.

- Regularly reviewed competitive websites in terms of product range, marketing initiatives including functionality and customer offerings.
- Analyze daily reports and determine new purchase order quantity for Private label products and specialty items and maintain relationships with import suppliers
- Resolve non-technical non-conformances with suppliers & brands.
- Selection planning, production planning for the key accounts to improve operational aspects of the business in providing a great consumer experience.
- Worked with brands to increase contribution through promotions and improving accuracy of content, rates and inventory. Resulted in a **50 lac** revenue contribution increased within 6 months of joining & ended up at **2cr/month**.
- Shopped competition and negotiated costs with vendors resulting in creation of a more competitive pricing strategy.
- Worked with external vendors to develop relationships and establish inventory strategies.
- Lead efforts to drive new digital sales (by assessing and facilitating the use of best practices in solutions-based selling), up-sell of existing partners while driving retention, and minimizing product cannibalization
- Part of business development, pure players and channel management teams to establish account collaboration plans, business intelligence and models that will expand the sales by leveraging the investments of our wholesale partners.

### **Manger Category Management – Marketplace | P&L | Merchandising | Market development**

Bagittoday.com (India Today Group); August 2014 – April 2015

#### **JOB RESPONSIBILITIES:**

##### **Driving Key Accounts:**

- Build and execute strategic account plan that delivers on key business opportunities for the sellers and Bagittoday.com along with focusing on a monthly target of **40 lacs**.
- Managing pricing competitiveness, assortment and stock availability of key sellers.
- Managing seller relationship by championing the seller's needs at Bagittoday.com & building strong communication channels at all levels of the seller's organization, setting proper expectations.

##### **Business Solutions:**

- Complete deep dive analysis, periodic reviews of seller performance and routine executive-level reporting on the seller's current business and future opportunities.
- Providing thought leadership around planning, road-maps and with building category gaps.
- Negotiating deals with sellers & work with marketing to develop matching initiatives to boost revenues.

#### **Overall View:**

- Account Management, business development, product sourcing, brand management
- Merchandising, revenue generation, competitive analysis, product listing, negotiation and vendor on-boarding, marketing activities with brands.
- Prepare cost sheets, co-ordination with Finance, marketing & supply chain teams.
- Manage matrices- SLA adherence, returns & cancellations, 24hrs shipment, seller-wise sales plan.
- Performance analysis of brands through various reports generated from ISMART.
- Collect, integrate and synthesize information from various data sources.
- Conceptualizing new innovative business development ideas and ensuring strategic pitching and smooth program execution for the same.

### **Assistant Manager - Product Marketing | Vendor Management (Personal Care | Footwear | Furniture)**

Snapdeal.com; Dec 2011 – March 2014

#### **JOB RESPONSIBILITIES:**

##### **Category Strategy (Assortment & Pricing):**

- Develop and execute optimal category strategy, product assortment and pricing
- Contribute to mid and long-term strategies around market potential, competitor intelligence, pricing options

##### **Sales Strategy Merchandising (Onsite | Promotions):**

- Develop on-line merchandising and promotion proposals and calendar to achieve sales
- Develop business rules to support on-going online merchandising leveraging our online search and merchandising capabilities
- Constantly improve customer offers, product pricing and product data; Inventory planning of SKU

- Over all responsibility of running various marketing campaigns – like getting newsletters, e-mail blasts.
- Vendor | Account Management & Operations:**
- Drive relationships with Brands in making long term strategy for business & competitive margins & supporting a target of **1cr approx.**
- Working with Brands/ Vendors on MOU's, incentive programs
- Help create a comprehensive vendor management governance framework-pricing matrix, deliveries etc.
- Category Monetization:**
- Development & execution of digital campaigns with digital media tools & channels
- Sharing of digital Inventory to brands and suggesting on products to advertise to increase sale
- Coordinate & partner with Brand & Store merchandising to ensure brand initiatives, sponsorships, and big ideas perform well on category & homepage marketing properties.

#### **Senior Analyst - New Accounts (Corporate | Small Business - United States of America)**

American Express India Pvt. Ltd.; Sept 2010 - Oct 2011

#### **JOB RESPONSIBILITIES-**

- Conduct sales and marketing calls to book meetings with potential clients.
- Perform client presentations articulating the value proposition of product, solution, and service
- Manage product sales growth and individual sales effectiveness by reviewing sales activity schedule.
- Driving revenue growth through the development and management of the sales desk specialist who will make proactive sales calls (phone, e-mail, and mailings) daily with existing financial advisors to strengthen relationships & identify opportunities to establish relationships with new financial advisors.
- Tracking sales activities, providing sales forecasts, and creating and analyzing metrics that drive results.
- Developed new business with 17 new accounts (average) monthly through inside business development.

#### **Executive X-Box 360 (Merchant Services | Consumer Sales | Marketing – Europe | Middle East | India) – SaaS based**

Bertelsmann Marketing Services India Pvt. Ltd: Feb 2008 – Sept 2010

#### **JOB RESPONSIBILITIES-**

- Catering to EMEA & Indian market via social media network i.e. -FB, twitter, Google etc.
- Handle all comprehensive online marketing plans through email marketing, viral marketing
- Analyzing web trends, subscribing to marketing, advertising and search-engine-optimization blogs
- Entail reputation management, by monitoring of the web for comments about the company and its products or services. And resolve negative comments while highlighting positive comments and strengthening relationships with power brokers and trusted sources.
- Being a jack of all trades and entail many different tasks, skills and responsibilities, ranging from search engine optimization to email marketing and everything in between.
- Developed effective institutional marketing briefs that create targeted and innovative campaigns. This will involve effective working with many marketing teams and agencies across EMEA

#### **PERSONAL PARTICULARS**

<b>Age</b>	:	36 years	<b>Date of Birth</b>	:	2 <sup>nd</sup> November, 1984
<b>Nationality</b>	:	Indian	<b>Gender</b>	:	Male
<b>Marital Status</b>	:	Married			

#### **EDUCATIONAL BACKGROUND**

MBA (Operation Management and Marketing Management), 2013  
Bachelor of Arts (Punjab University), 2009