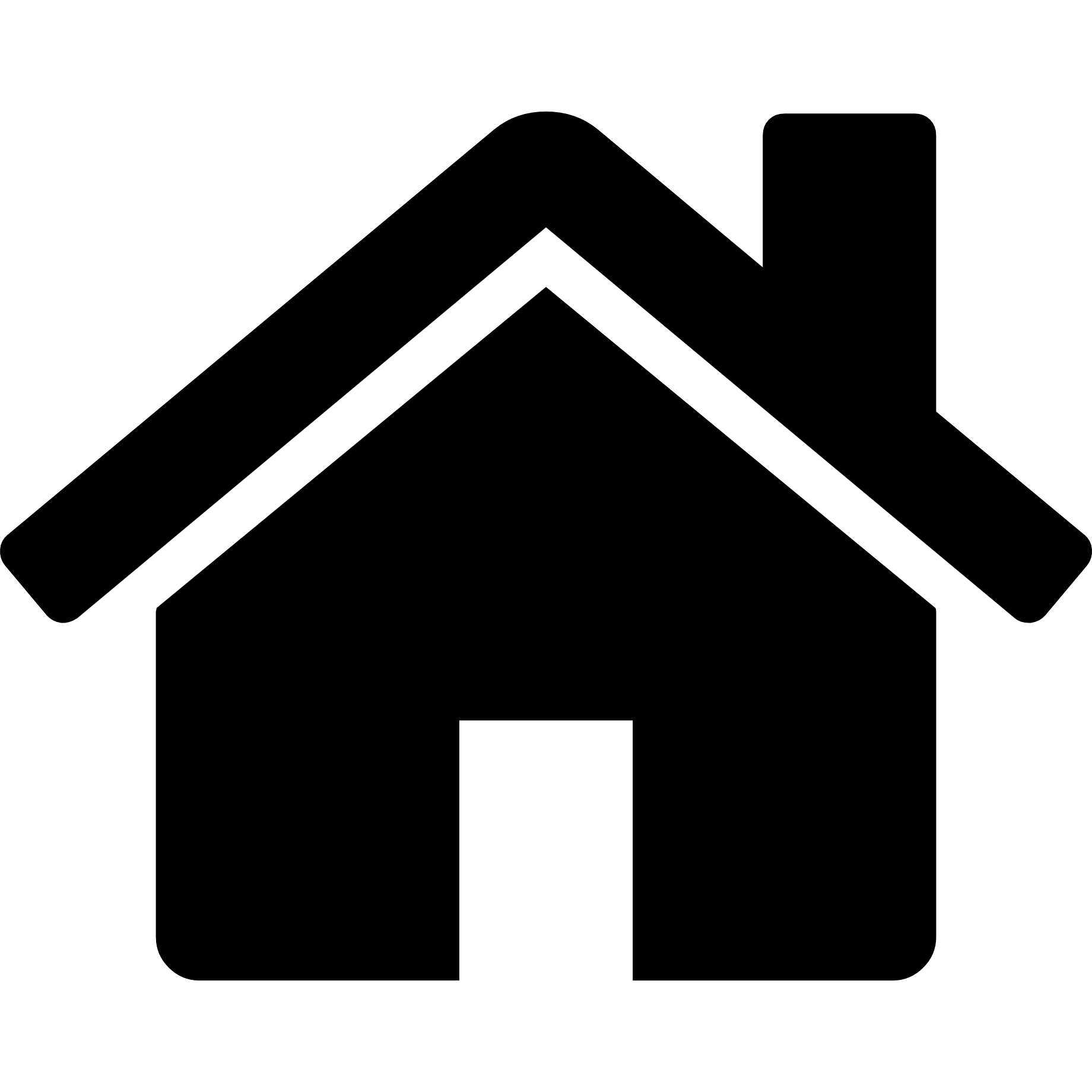
**Anirban Chakravarty**

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**SUMMARY**

Accomplished executive with domestic & international experience in operations, P&L, multichannel product distribution, and marketing involving both start-up & blue chip organizations. Results oriented, decisive leader with proven success. Track record of increasing sales and growing bottom line while spearheading operational improvements to drive productivity and reduce costs. Excel in dynamic and demanding environments while remaining pragmatic and focussed.

**PROFESSIONAL EXPERIENCE & KEY ACHIEVEMENTS**

**Ah! Ventures 03/2022 -**

**Venture Partner**

Ah! Ventures is India’s only curated, sector agnostic and the largest fundraising platform for early stage startups, raising funds up to 10 MN USD.

Venture Consultancy, Venture Management and Operations, Developing Human Capital, Valuation & Analytics & Venture Funding

**Techstars Ventures 01/2022 -**

**Startup Mentor**

**Homefoodi, India 07/2019 -**

**Investor & Business Strategy Advisor to Founder**

I am an Investor in Homefoodi, an E-commerce/ Mobile Commerce B2C Food Tech start-up, headquartered in Noida, India.

Homefoodi is a consumer facing Mobile App (available on both Google Play Store & Apple Store) & website aggregator, for Home cooked food, by Home Chefs in their Home Kitchens. HomeFoodi provides information, menus and user-reviews of home chefs as well as food delivery options from partner home chefs, in select cities.

I play a key role in the organization’s daily Operations, Key strategic initiatives, Business Planning, Go To Market (GTM) Strategy, Social media Marketing Strategy & Execution, Customer Acquisition & Retention, Brand Building, Public Policy, Product Management, Partner & Consumer Engagement, Liaising with finance and solving of Overall Execution Issues, to achieve defined key P&L objectives and business growth.

**SAP SuccessFactors, Gurgaon, India 07/2017 – 04/2019**

* **Sales – North & East India & Bangladesh** 01/2018 – 04/2019
* Sales – North India 07/2017 – 12/2017

A sales, channel and customer engagement role for the SAP SuccessFactors SAAS based Cloud HCM business, in the **Mid Enterprise & SMB** segment of India North & India East, and all Enterprise & SMB organizations of Bangladesh.

**Channel partners experience** – Global SIs/ Strategic Partners - PWC, Delloitte, E&Y, KPMG, Accenture & IBM Global Services. VARs - NTT Data, and Regional System Integrators.

**Responsibility** included Demand generation (Inbound & Outbound), Identification of prospect’s functional & business requirements, Submission of RFPs, Conducting platform demos and CXO level business presentations, Client engagement experiences including providing advisory to HR teams, Commercial Negotiations and finally Working with the Implementation partner teams to ensure Customer Success.

* 2nd best performer for 2018. Doubled the business in 2018 over 2017.
* Organized the 1st ever SAP SuccessFactors customer events in Dhaka & Kolkata, in association with SHRM & HRFI respectively.
* Provided accurate and timely management information and revenue forecasts to senior management.
* Led target setting, forecasting, key reviews to inform management with actionable improvement opportunities.

**Customer Success Story:** Consulting NEC Technologies to help the account win the prestigious SAP ACE 2018 India award in the category of Strategic HR & Talent Management

**ZingHR, Mumbai, India 11/2015 – 05/2017**

**Global Business Head – Channels & Partnerships**

A leadership role with a **team size of 3 employees** for channel partner appointments and partner business management/partner relationship management, to drive Accel Partner backed ZingHR’s SAAS based Cloud HCM platform and Payroll Outsourcing Services business lines in the **SMB** segment.

**Channel partners management**– Regional System Integrators (Softline Services, Ingram Micro, Hitachi etc.) & Independent HR Consultants

**Responsibility** included Recruitment of Channel Executives, Creation and Review of Sales Strategy for Partners, Month, Quarter and Annual Target setting for CEs and Partners, Channel Incentives, Demand generation (Inbound & Outbound), Identification of prospect’s functional & business requirements, Submission of RFPs, Conducting platform demos and CXO level business presentations, Client engagement experiences including providing advisory to HR teams, Commercial Negotiations, Revenue collection and finally working with the ZingHR delivery and Cnergyis payroll outsourcing teams to ensure Customer Success.

* Established engagement & multiplied the number of channel partners from 5 to 37 across India, Sri Lanka, and Gulf geographies.
* Increased the channel business contribution from 0 to 40% of total business.
* Sales Coach and Mentor to New Hires
* Driven planning activities with the primary objective of enabling leadership to make effective, analytically-driven and strategic operating decisions to drive growth, including medium/long-term plans
* Developed comprehensive annual business plans for the partners
* Facilitated joint selling between ZingHR channel partners & channel sales team, including pre-sales, sales & renewals.
* Worked as the primary point of escalation for partners, within the ZingHR organization.

**Microsoft India Pvt. Ltd, Bangalore, India 02/2014 – 10/2015**

**Channel Sales – India South**

A sales leadership role for the Consumer business for South India, with an annual sales turnover of INR 250 Crores (US$ 37 Mn.) through a total **team size of 130+ employees.**

Responsibility included the **Enterprise sales segment** for the PC Accessories business.

Additional pan India responsibility of **partner management** of Redington India Ltd. (national distributor) for the consumer business.

Additional responsibility for consumer business Windows license quota for Bangalore Headquartered OEMs – **Lenovo & Dell**.

* Above quota continuously for last 6 quarters for all BGs.
* Closed Enterprise deals for the PC Accessories business with **Cognizant Technologies, Accenture Consulting**, DRDO & more to make India South the biggest region for Microsoft PC Accessories.
* Increased Partner satisfaction score of Redington to 100%.

**Rewards & Recognitions**

* Awarded for “Outstanding Field Execution” for 2014-15 - Windows Tablets business
* Awarded for “Outstanding Field Execution” for 2014-15 - **Microsoft Office 365 Cloud business**

**Spencer’s Retail Ltd., Calcutta, India 01/2010 – 02/2014**

* **Head – National Buying & Procurement** 03/2012 – 02/2014
* Head – Processed Foods 07/2011 – 02/2012
* Head/National Category Manager– Processed Foods 01/2010 – 06/2011

1. **National Buying & Procurement – All categories**

A leadership role for managing the Rs. 900 crores (US$ 170 Mn.) of Annual Buying of Spencer's Retail. ∙ Buying ∙ Merchandising & Supply Chain planning ∙ Vendor Relationship Management & ∙ SAP Master Data Management through a **team size of 35+ employees**.

* Reduced Out Of Stock at Spencer’s stores pan India by 50%
* Partnered & driven engagement with the key suppliers - Unilever, P&G, Coca Cola, Kraft & more.
* Improved scores on parameters of “Level of Stock Availability” and “Product Range & Assortment” in AC Nielsen Customer satisfaction surveys

**Rewards & Recognitions**

* National Awardee in The Economic Times “Retail Awards” in the category of “Excellence in Operating Efficiency” - 2013

1. **National Category Manager - Processed Foods**

A category P&L Head role of the Processed Foods business (including Private Label & Imported products), with an annual sales turnover of approx. INR 170 Crores (US$ 32 Mn.) through a team of **8 employees**.

* Delivered double digit growth over successive years
* Created **tobacconist shops** at our flagship Hypers in partnership with ITC.
* Created The Great Chocolate Festival & the Biscuit Delights annual programmes
* Conducted modern trade management workshops for sales team of ITC.

**Rewards & Recognitions**

* Promoted to Dy. General Manager - 2011

**Tata Teleservices Ltd., Pune, India 07/2009–01/2010**

**Cluster Business Head – South Maharashtra**

A leadership role with full branch responsibilities for Southern Maharashtra through a total **team size of 65+ employees**. Southern Maharashtra with 2 branch offices at Kolhapur & Sangli, was the largest cluster, with an annual sales turnover of INR 70 Crores (US$ 15 Mn.)**.**

* Market share growth for Tata Teleservices
* Achieved being the No.1 cluster in the Post Paid & Rural Telephony business & the No. 2 cluster in the Pre-Paid business.

**Nokia India Pvt. Ltd., Calcutta, India 11/2005–03/2009**

* **Sales Manager – West Bengal & Sikkim** 04/2006 – 03/2009
* Area Sales Manager – West Bengal & Sikkim 11/2005 – 04/2006

A sales leadership role for West Bengal and Sikkim, with an annual sales turnover of INR 480 Crores (US$ 93 Mn.) through a total **team size of 100+ employees.**

* Expanded Nokia market share in WB from 42% to 87%.
* Significantly expanded footprint of Nokia Branded Retail stores.
* Participated in piloting of the automation of the “Customer Plus” account management programme for Nokia APAC.
* Rated the most impactful manager by the management trainees of the class of 2006.

**Rewards & Recognitions**

* Promoted to General Retail Programme Manager for Sub Saharan Africa geography, based out of Johannesburg – 2008
* Exemplary Contribution Award - 2008
* Nokia Achievers Club Award by Nokia – 2008
* Promoted to Sales Manager – 2006

**Gillette India Ltd., Guwahati, India 06/2002–11/2005**

* **Area Sales Manager – North East Region** 12/2004 – 11/2005
* Area Sales Executive – North East Region 06/2003 – 11/2004
* Management Trainee 06/2002 – 05/2003

A sales leadership role with responsibilities for North East India, with an annual sales value turnover of INR 11 Crores (US$ 2 Mn.) through a total **team size of 30+ employees.**

* Delivered sales growth of 17% in 2004 over 2003 – nationally the 3rd highest.
* Displayed exemplary leadership throughout the transition period, post-acquisition by Procter & Gamble in 2005 – zero attrition of manpower.

**Rewards & Recognitions**

* Winner of the Gillette Young Guns contest – 2005
* Promoted to Area Sales Manager -2004
* Awarded "Star Performer" - 2004

**Reckitt Benckiser, HO, Gurgaon, India 04/2001–06/2001**

**Summer Intern**

Completed 2 projects successfully based out of HO in Gurgaon – i) Media effectiveness and ii) trade marketing strategies

**KEY SKILLS**

✓ Leadership & Team Building ✓ Business Strategy ✓ Channel & Partnership Mgmt.

✓ Customer Engagement ✓ Direct Account Management ✓ Business Development

✓ Program Management ✓ Start-ups ✓ Category Management

✓ Analytical Skills ✓ Digital Marketing ✓ E-Commerce Strategy

**TECHNICAL KNOWLEDGE**

✓ MS OFFICE ✓SAP ERP ✓ SAP HYBRIS CRM

✓ SAP SUCCESSFACTORS HCM ✓ TALLY

**EDUCATION**

* 2002 ∙ MBA ∙ Faculty of Management Studies (FMS), University of Delhi
* 2000 ∙ MA - Economics ∙ Jawaharlal Nehru University, New Delhi
* 1998 ∙ B.Sc. (Hons.) - Economics ∙ Presidency College, Calcutta, University of Calcutta

**CERTIFICATIONS & PROFESSIONAL ASSOCIATIONS**

* Digital Vidya Certified Search Engine Marketing Master – SEO & paid search strategies
* SAP Certified HCM & CRM Cloud platforms – SuccessFactors, Hybris
* Microsoft Certified – MS Office (Word, Excel, Powerpoint, Outlook)

**PERSONAL**

◆ Gender: Male ◆ Date of Birth: 7th October 1976

◆ Languages: English, Hindi & Bengali ◆ Open to relocation

◆ Active Visas ∙ USA (B1)

◆ Covid-19 Vaccination status – Both doses vaccinated