

USER PERSONAS



MSU

Presented by **Priyanshi Gupta**



LARA

**AVP (ASSISTANT VICE
PRESIDENT - L&D)**

- Age: 40–50
- Sex: Majorly females
- Experience: 12+ years in corporate L&D
- Education: Degree in Organizational Development (CIP-HR/MBA-HR)
- Industry: Hospitality (Food and Beverage Sector)

GOALS AND OBJECTIVES

- Reduce employee attrition via upskilling.
- Improve workforce skills to meet business demands.
- Increase retention with clear career paths.

CHALLENGES

- High turnover leads to recruitment costs.
- Need scalable training for a large workforce.
- Language barriers hinder training effectiveness.
- Balancing training quality and cost.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Offer customized upskilling programs.
- Provide a multi-lingual LMS for diverse workforce.
- Work-integrated learning combining on-the-job learning.
- Provide scalable and cost-effective solutions.

PERSONALITY TRAITS

- Strategic thinker, focused on long-term goals.
- People-centric, values employee satisfaction.
- Data-driven, seeks measurable results.
- Soft skills expert, emphasizing communication and collaboration.



ANDREW
HEAD OF L&D

- Age: 40-50
- Sex: Male / Female
- Experience: 15+ years in corporate L&D
- Education: Degree in Organizational Development/ MBA-HR
- Industry: Corporate (IT, Retail, Manufacturing, etc.)

GOALS AND OBJECTIVES

- Align L&D strategies with organizational goals.
- Enhance employee skills through targeted training.
- Create personalized learning journeys.
- Oversee and align the goals of the overall organization.

CHALLENGES

- Lack of alignment between business goals.
- Budget constraints for training programs.
- Difficulty measuring ROI on L&D.
- Ensuring engaging and applicable training.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Work-integrated education tailored to corporate needs.
- Flexible hybrid learning formats (online and in-person).
- Customized learning pathways for employee skill gaps.
- Certification programs with industry-recognized qualifications.

PERSONALITY TRAITS

- Strategic thinker focused on growth.
- Results-driven with focus on KPIs.
- Prioritizes scalable learning solutions.
- Strong communicator and collaborator.



VINAY
HR HEAD

- Age: 40-50
- Sex: Male / Female
- Experience: 12+ years in corporate HR
- Education: MBA in HR / Business Administration
- Industry: Hospitality & Tourism

GOALS AND OBJECTIVES

- Reduce attrition with degree-linked programs.
- Implement “Learn While You Earn” initiatives.
- Strengthen brand via workforce education.

CHALLENGES

- High turnover and retention issues.
- Manpower shortage during seasonal spikes.
- Limited flexible learning models.
- Balancing skill enhancement with operations.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Learn While You Earn programs.
- WISE model for live hotel operations.
- Custom pathways for staff career growth.
- Flexible learning minimizing shift disruptions.

PERSONALITY TRAITS

- Operationally focused, people-oriented leader.
- Values long-term, measurable partnerships.
- Collaborative, results-driven, empathetic.
- Open to innovation in productivity.



JYOTIKA
HR LEAD

- Age: 40-50
- Sex: Male / Female
- Experience: 8–15 years in HR operation
- Education: Degree in Organizational Development
- Industry: Hospitality (Food and beverage sector).

GOALS AND OBJECTIVES

- Streamline workforce training to reduce attrition.
- Build a steady semi-skilled manpower pipeline.
- Support HR Head in scalable workforce solutions.
- Align HR processes with operational needs.

CHALLENGES

- Coordinating apprenticeship programs.
- High turnover in production roles.
- Limited exposure to reliable skill partners.
- Maintaining stability during deadlines.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Provide apprenticeship-linked programs (NAPS).
- Offer work-integrated learning models.
- Support in managing workforce skilling.
- Ensure industry-recognized certifications.

PERSONALITY TRAITS

- Detail-oriented and process-driven.
- Strong communicator and collaborator.
- Hands-on, dependable, and solution-focused.
- Data-driven with a focus on impact.



PIYA

HR MANAGER

- Age: 28–40
- Sex: Male / Female
- Experience: 5–10 years in HR operations
- Education: MBA / PGDM in HR or related fields
- Industry: Fintech / IT

GOALS AND OBJECTIVES

- Execute HR policies and strategies.
- Oversee recruitment and onboarding processes.
- Drive employee performance and engagement.
- Implement learning and development programs.

CHALLENGES

- High turnover and talent retention.
- Balancing operations with strategic HR goals.
- Maintaining employee satisfaction under deadlines.
- Adapting policies to industry changes.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Offer customized upskilling programs.
- Provide flexible learning formats.
- Integrate work-based learning models.
- Deliver recognized industry certifications.

PERSONALITY TRAITS

- People-centric and detail-oriented.
- Strong communicator and conflict resolver.
- Organized and results-driven.
- Analytical and solution-focused.



ARPIT

HR BUSINESS PARTNER

- Age: 26–40
- Sex: Male / Female
- Experience: 6–12 years in HR
- Education: MBA / PGDM in HR
- Industry: Fintech

GOALS AND OBJECTIVES

- Manage the entire employee lifecycle journey.
- Align HR strategies with business growth.
- Enhance team performance and productivity.
- Advise managers on HR best practices.
- Drive employee development initiatives.

CHALLENGES

- Talent shortage in fintech industry.
- Balancing HR strategy with fast growth.
- Integrating new technologies in HR.
- Managing cross-functional team alignment.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Provide customized fintech-upskilling programs.
- Offer flexible work-integrated learning.
- Track employee progress for HR insights.
- Deliver industry-recognized certifications.

PERSONALITY TRAITS

- Strategic, consultative HR leader.
- Strong communicator and relationship builder.
- Data-driven with a focus on ROI.
- Proactive and solution-focused.



JAY
TALENT ACQUISITION
HEAD

- Age: 35–50
- Sex: Male / Female
- Experience: 10+ years in recruitment leadership
- Education: MBA / PGDM in HR or related fields
- Industry: Fintech / IT

GOALS AND OBJECTIVES

- Develop long-term talent acquisition strategy.
- Align hiring with business needs.
- Lead recruitment for critical roles.
- Build and maintain employer brand.

CHALLENGES

- Scaling recruitment during growth.
- Attracting top talent in competitive markets.
- Aligning strategy with business goals.
- Managing recruitment teams across locations.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Provide industry-specific skill programs.
- Offer work-integrated learning solutions.
- Deliver certifications to improve quality.
- Support scalable recruitment initiatives.

PERSONALITY TRAITS

- Strategic thinker, strong leader.
- Focused on results and scalability.
- Excellent communicator, relationship builder.
- Decision-maker, adaptable to growth.



KRISH

TALENT ACQUISITION LEAD

- Age: 26–40
- Sex: Male / Female
- Experience: 5–8 years in recruitment
- Education: MBA / PGDM in HR
- Industry: IT

GOALS AND OBJECTIVES

- Lead recruitment for tech roles.
- Build a strong talent pipeline.
- Reduce hiring time and costs.
- Improve employer branding for IT talent.

CHALLENGES

- Shortage of skilled IT professionals.
- High competition for tech talent.
- Managing recruitment during peak hiring times.
- Maintaining quality while scaling hiring efforts.

HOW MEDHAVI SKILLS UNIVERSITY CAN HELP

- Provide industry-specific skill programs for IT roles.
- Offer work-integrated learning for smoother transitions.
- Deliver certifications that attract top talent.
- Support recruitment drives with training partners.

PERSONALITY TRAITS

- Results-driven with a proactive mindset.
- Strong communicator and negotiator.
- Detail-oriented with a focus on efficiency.
- Adaptable to fast-paced environments.