

Recha Gupta

Personal info

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Profile

Over 7 years of experience in Business Strategy, Sales & Marketing, Business Development, Client Relations, Stakeholder Management, Investment & Financial Planning, and Operations Management across the banking and e-commerce sectors. Deft at building and leveraging partnerships with key clients to further business development and exceed sales budgets.

Result oriented leader with sharp business acumen, and track record of building strategies to win market share, profits, and growth. Expertise in building and leading high performing teams in a fast paced environment. Engaged people leader with strong belief in creating an environment that encourages & motivates team to achieve their targets.

Effective communication, negotiation, analytical, problem solving, and interpersonal skills to succeed at operational tasks. Skilled in delivering operational excellence, process improvements, and cost effectiveness. Self-motivated, multi-tasking team player with the ability to interact easily with people of diverse backgrounds, cultures and professional levels.

Skills

Sales & Marketing	●●●●●	Portfolio Management	●●●●●
Business Development	●●●●●	Client Relations	●●●●●
Stakeholder Management	●●●●●	Investment & Financial Planning	●●●●●
Channel Management	●●●●○	Operations Management	●●●●○
Business Strategy	●●●●○	Entrepreneurship	●●●●○

Software Tools

Programming:	C/C++
Operating System:	Windows
DBMS:	SQL
MS Office:	Excel, PowerPoint, Outlook, Visio, Lync, OneNote

Work experience

03/2018–present

Business Development Manager Chase Bank, Mercer Island, WA, USA

- ♦ **Portfolio Management:** Managing a customer portfolio of 250+ Key Clients worth \$48 Mn in banking relationships. Expert in building and leveraging client relationship to up-sell the various offerings by the bank.
- ♦ **Sales Pipeline Management:** Handling the sales leads pipeline to filter and qualify the leads basis customer's financial ability and requirement. Hand-holding clients to provide banking solutions inline with their personal and business objectives.
- ♦ **Client Relations & Retention:** Exhibiting strong consultative selling skills, with in-depth product understanding to build relationships with C level executives, while retaining the existing key client base by offering personalized financial counseling.
- ♦ **Scrum Master:** Drive daily/sprint scrums and planning meetings with team for monthly delivery goals, guide team about agile practices and work in cross team collaboration
- ♦ **Stakeholder Management:** Co-ordinating with internal stakeholders to ensure prompt service delivery to clients while maintaining compliance with bank policies and government regulations.

Work experience

06/2015–07/2017

Founder/Business Strategy Manager ToyTree (Rashi Enterprises), Hyderabad, India

- **Business Incubation:** Established a start-up company for selling toys online and on the leading E-commerce platforms in the country - including Amazon, Flipkart, and Snapdeal. We were recognized as pioneers in Toys segment from South India Zone on Amazon.
- **Operations Management:** Led a team of 20 professionals across functions such as recruitment, procurement, logistics & supply chain, product profiling, marketing/promotions, finance & taxation, and customer service for the company.
- **Business Development:** Identified emerging market trends, sourced new toys and executed implementation plans to achieve maximum efficiencies and deliver accelerated revenue growth across the most profitable business lines. Led a YoY Sales Increase of over 300% for 2 consecutive years in my entrepreneurship experience.
- **Agile Management:** Lead daily scrum and planning for growing business, introducing new toys categories, upcoming bigger festive sale events and new listings, helped individuals to work in collaborative and motivated environment.

04/2011–01/2014

Business Development Manager ICICI Bank Limited, Hyderabad, India

Promoted to Business Development Manager in 04/2013.

- **Business Strategy Implementation:** Ensured arresting competitor's growth in Hyderabad through focused action plan and team support.
- **Portfolio Management:** Handled SME portfolio for two branches of ICICI Bank, assisting the Small & Medium Enterprise Clients with all business banking requirements.
- **Client Relations & Account Mining:** Analyzed financial needs of customers and helped building their diverse portfolios.
- **Team Management:** Led a team of 10 executives engaged in handling Business Banking, Forex Trade, Financial Planning, and Sales.
- **Brand Awareness & Marketing:** Strengthened the brand presence in the market by routine promotional and campaign activities.
- **Stakeholder Management & Service Delivery Monitoring:** Worked closely with sales, business development, service, product management, and marketing teams to achieve common business goals.
- **FCNR (Foreign currency non-resident) Account Management:** Managed client's foreign currency portfolios and helped them grow it per forex market, handled payments and remittance.

Worked as Project Manager from 1/2011 to 03/2013. My KRAs included:

- **Portfolio Management:** Managed a portfolio of 220+ HNI Clients worth ₹200 Mn for serving their banking & financial planning requirements.
- **Sales Operations:** Led business operations with key focus on increasing revenues for the client, while bringing in new business opportunities for the bank.
- **Consultative Sales:** Practiced strong consultative selling, building upon in-depth product understanding and trust based client relationships. Spearheaded up-sell and cross-sell activities to introduce new products and offerings to existing customers. Constantly monitored client portfolio, guiding them for appropriate short-term & long-term investment solutions.
- **MIS & Reporting:** Managed MIS tracker of wealth clients for regular updates.

Education

2019

Certificate of Program Management
University of Washington

2011

MBA: Marketing & Human Resources
ICFAI Business School, Mumbai, India

2008

B.Tech.: Computer Sciences & Engineering
Kamla Nehru Institute of Technology, Sultanpur, India