

RISHABH SINGLA

A generalizing specialist with 14+ years of experience in providing solutions and driving growth across sectors.



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EXPERIENCE

PRINCIPAL ARCHITECT | UNIVO Education (P) Ltd | Aug 2024 - Present

- Complete Contact Center Management
 - CRM**: optimised architecture; **reduced request processing time by 60%**
 - Dialer**: Implemented new dialer and revamped business process; **increased churn rate and speed-to-dial by 80%+**
 - Gen AI Initiatives**: amongst top-3 identified resources to lead
 - Customer onboarding journey on WhatsApp for non-assisted sales; **contributing to 75% of organic conversions**
 - Implemented Voice Bot solutions; **bringing in efficiency of ~ 60% in Support & ~40% in Sales process**
 - Lead profiling and scoring for enhancing sales efficiency; **aiming to achieve 25% efficinecy in Phase-1**

BUSINESS CONSULTANT | TechMatrix IT Consulting (P) Ltd | Jul 2023 - Aug 2024

- Built the solution strategy of a hybrid (SAAS on Cloud + On-Prem DB) solution** enabling multiple functions across all lines of business for public sector bank with >15000 users
- Program managed customer acquisition & service process transformation for one of the largest NBFCs, **with production stabilization within 50% of the stipulated timelines**;

PRODUCT MANAGER | OLX Autos | August 2021 - Jun 2023

- Led multi-country roll out of Customer Relationship Management (CRM) Platform**
 - Worked with internal teams, technical architects and third party vendors on building the architecture for a global MVP template of CRM (Salesforce), **reducing new market launch timelines by a significant 60%; Launched in 2 international markets**

SENIOR MANAGER - MARTECH | PVR Limited | May 2021 - August 2021

- Architected and led a real-time retargeting platform (SFMC & Data Cloud, erstwhile CDP), with omnichannel communication capability, **driving 50%+ revenue from alternate business streams and uplifting brand engagement by 40%+**

MANAGER - BUSINESS | NIIT Ltd. - Career Education Business | June 2016 - April 2021

- Digital transformation of customer acquisition of legacy retail business :**
 - Brought **100% revenue during Covid-19** & now the **core part of new business entity**
 - Designed wireframes & customer journey for web & mobile app-based front end applications; managed GA360 implementation for **uplifting digital conversion rates by 35%+, with 100%+ for certain product categories**
 - Built use case for **'build vs buy'** for automation platforms
 - Drove feature mapping, vendor selection, discovery, execution and launched backend applications **reducing sales cycle by 20%+ and funnel drops by up to 40%+**
 - LeadSquared as CRM for seamless customer onboarding
 - Salesforce Marketing Cloud (SFMC) for omnichannel engagements
 - Dashboards to track business and operational metrics for real-time reporting
 - Built **a machine learning-based in-house Customer Data Platform** for marketing to use for unique identification and segmentation with initial 6.5 Mn. records, **saving a recurring cost of INR 50K per month in bulk data procurement**
- Established a new business line from scratch : **INR 1 Cr.+ revenue in first operating year**

PROJECT MANAGER | Rays Power Experts (P) Ltd | September 2014 - May 2015

- Project managed 80MW solar power park **worth INR 450+ Cr.**

PROJECT MANAGER | NKG Infrastructures Ltd | July 2010 - August 2014

- Program managed 7 government infrastructure projects **worth INR 2,200 Cr.**

EDUCATION

XLRI - JAMSHEDPUR | POST GRADUATE DIPLOMA IN GENERAL MANAGEMENT (MBA) | 2015 - 16

IIT ROORKEE | BACHELOR OF TECHNOLOGY IN CIVIL ENGINEERING | 2006 - 10

AWARDS & ACHIEVEMENTS

- Awarded for exemplary performance at **Univo** for 2 consecutive quarters
- During the stint at **TechMatrix**, awarded by a customer for outstanding contribution
- Received cash prize & appreciation at **OLX Autos** for CRM launch across 2 countries
- Promotion and multiple performance-based incentives at **NKG & Rays**

PROFESSIONAL SKILLS

Product Management
Program Management
Quality Assurance
Vendor Management
Data Analysis
Process Optimization
Marketing Technology (MarTech)

PERSONAL SKILLS

Structured & Systematic Approach
Analytical & Critical
Detail-oriented
Target-driven
Adaptable
Team Handling

CERTIFICATIONS

Product-led Certified
AI for Product Management
Product Analytics Certified
Agile Project Management
'Me to We' by Dale Carnegie
Google Analytics (Beginners)
Six Sigma Green Belt, KPMG
Business Analytics with Excel
Digital Transformation
Introduction to AI
Introduction to Data Analytics

TOOLS & PLATFORMS

Salesforce
(Sales/Service/Marketing/Data Cloud)
LeadSquared
Google Analytics
SQL
HTML (Basics)
Jira & Confluence
Miro/Lucid/Draw.io
Google & Microsoft Office suite