

Pooja Pushkarna



Deputy General Manager (After-sales, Commercial Vehicles)
Tata Motors Ltd. (2003- present)

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Executive Summary

- An automotive expert with 14+ years of work experience in Tata Motors (Commercial Vehicles Division)
- Worked in diverse field , having hands on experience in testing and validation of luxury coaches and low floor buses, research and Development of auto aggregates, Program Management, Customer Care, Product Strategy, Business Planning to Analytics
- Currently working as lead Aftersales Analytics, centrally driving regional analytics team and supporting business with data insights.
- An expert in meticulous planning, strategy deployment and end-to-end program management. Hands on knowledge on product development and launch, business process development, customer care and data analytics.

Core Competencies

- **Product Strategy Deployment**
- **Team player**
- **Effective communication**
- **Program management**
- **Time management**

Professional Experience

Deputy General Manager (Lead After-sales Analytics)

Aug 2017 to Present :

- Instrumental in setting up formal IT system (CRM DMS) development review panel ,
- Regional analytics team formation and periodic tracking of aftersales performance business parameters to support business to drive meaningful business insights.
- IT development to systematically track channel partner profitability and productivity

Deputy General Manager (After-sales)

Jan 2017 to Aug 2017:

- **Pan India BSIV infrastructure readiness planning and monitoring** : Developed and introduced comprehensive BSIV tracker dashboard to centrally monitor Pan- India BSIV readiness of Tata Motors Customer Care network (1500 plus active network)
- **BS IV program management** : Vehicle fuel economy field evaluation, benchmarking and remote diagnostics through Telematics
- **Network Efficiency & Service Market Share** : Centrally monitoring progress and giving business insights to respective regions on key action areas so as to improve service market share, network efficiency , workshop profitability, genuine parts sales growth, lubricant growth strategy and loyalty program penetration and retention.
- **National Field Service Review**: Single point of contact for monthly field after-sales performance review, plan action areas to track customer engagement index improvement and increase in net promoter score.

Divisional Manager (EA to Sr. VP - Product Strategy, Planning & Customer Value Creation)

Sep 2015 to Dec 2016:

- Played key Role in revamping Tata Motors Loyalty Program(Tata Delight and Emperor)

	<p>Studied the gaps in existing offerings, benchmarked loyalty programs of other companies to design the new loyalty program. Revamped program with revised offerings launched on 23rd Oct'16.</p> <ul style="list-style-type: none"> ● Designed and deployed comprehensive program for field fuel efficiency evaluation: Drafted the new fuel efficiency evaluation methodology with an objective to deliver committed fuel efficiency in real operating conditions, bridging the gaps between designed and delivered fuel efficiency. ● Product Strategy : Part of the team that developed the 5 years CV product portfolio ● Telematics introduction in Tata BSIV vehicles: For effective tracking of Fuel Efficiency & remote fault code diagnosis, initiated program to make Tata BSIV vehicle engines compatible with telematics technology. ● Customer Value Creation : Revised CV business performance measures (PMO) to introduce customer oriented strategic initiatives & metrics in order to provide "Total-Customer-Solutions" and eventually creating complete ecosystem to achieve "System-Lock-in"(focussing on customer lock-in initiatives such as AMC, Telematics and Tata OK) ● BSVI Products Development: Worked with product planning team on BSVI introduction and products testing and validation timelines. <p>Senior Manager, Central Technical Cell - Customer Care Nov' 2012-Aug'2015 :</p> <ul style="list-style-type: none"> ● Critical Product Issue Resolution: Successfully resolved unrelenting product issues by studying the root cause and help the design team in implementing a design solution. Maintained central repository for all critical product issues for review with senior management. ● Hand held diagnostics tool development: Developed the hand held scan tool for troubleshooting the vehicle with electronics engine and multiple ECUs for BSIV vehicles. ● Telematics Service Support: Designed service support strategy for Telematics devices .Deployed call center complaint escalation matrix and warranty support system. <p>Manager, Engineering Research and Development April' 2005-Oct' 2012 :</p> <ul style="list-style-type: none"> ● Expert in NVH & HVAC Refinement Project for TML Luxury Coaches (2005-2008) : ● Project Management (2010-2012) : worked closely with Design, NPI (New product Introduction), Homologation, Manufacturing & Vehicle testing <p>Assistant Manager, Fully Built Vehicle Design July 2003-March 2005 :</p> <ul style="list-style-type: none"> ● Testing and Validation of Bus Body (2008-2010) :Developed test programs, planned & conducted performance tests for TML low floor buses ,CMVR /DTC/STUs Tender. ● Bus body test plan development & ARAI testing for meeting homologation requirement
Education	<p>Bachelor's Degree in Mechanical Engineering - MNNIT, Allahabad (1999-2003) MBA –HR (DLP) - Institute of Management Technology (IMT), Ghaziabad (2008-2010)</p>
Achievements and Awards	<ul style="list-style-type: none"> ● Selected in top 10 Women Employees to undergo Gear UP Women Leaders Development Program launched by Tata Motors ● Past 3 years consistent "A Grade" achiever in Tata Motors ● Selected as a part of Talent Pool of Tata Motors in 2012. ● Won twice the "Quarterly Technical Seminar" award for engineering projects ● Awarded as Gold Medalist in Business Leadership Development Program.

Certificates /Courses

- TQMS certified external assessor for Tata Business Excellence Model (TBEM)
- Gold Medallist in Business Excellence Assessor Programme (**BEAP**)
- **Initiating and Planning Projects** an online non-credit course authorized by University of California, Irvine