[**PRADEEP GULATI**](https://www.linkedin.com/in/gulatipradeep/)

CHRBP, Grow More Coach

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**DIRECTOR – HR | CHRO | HEAD – PEOPLE PRACTICES**

**FUNCTIONAL EXPERTISE**

Talent Management | Talent Acquisition | Culture Building | Organization Development | Employee Engagement | L&D

**EXECUTIVE SUMMARY & CAREER OBJECTIVE**

Result-oriented, Awarded, Recognized and Seasoned HR Professional with 25+ years of rich and multi-faceted experience in leading organizations. Offer a unique blend of Senior Corporate Executive and independent Consultant. Amongst the earliest HR professionals in the media industry, introduced a number of far-reaching & unprecedented initiatives. Integrated the HR function with overall business strategies, led HR in highly challenging industries and fast-paced growth organizations.Having managed sales operations in early career, bring a holistic approach to the HR function. Have led Pan-India HR for 3000+ employee headcount at Reliance Communications Delhi Hub as well as at Sahara India Media. Established Airtel as the “Most Admired Employer Brand” at the National level.

**PROFESSIONAL SUMMARY**

* Provided Pan-India leadership for starting & scaling-up organizations; attracting and hiring right talent; building HR systems & processes; steering performance management and benchmarking HR practices against the best in the industry
* Expertise in end-to-end HR spanning Talent Management & Development, Talent Acquisition, Performance Management, Organization Development, Employee Engagement, Workforce Planning and Productivity enhancement, Sales Training
* Aggressively achieved scaling up headcount in 2 start-up organizations; spearheaded manpower planning and recruitment process and setup the complete HR Policies and systems
* Conceptualized “Udaan” a unique initiative to create Talent Pipeline at Management Institutes through curriculum development
* Worked in cross-functional teams for multiple crucial projects including launch of TV9 Bangla, call center migration at Airtel
* Implemented IQWL (Improving Quality of Work and Life) at Escotel Mobile - a unique program based on AiA (Carlson, US) which resulted in better ESAT scores for Escotel UP W circle
* Passionate about conducting training & leadership programs. Executed the single largest training assignment at NIS Sparta (for Indian Railways). Personally trained over 20 batches across North and East India. Also trained at several PSUs and Private organizations like SAIL, GAIL, Chambal Fertilizers, AmEx, Coca Cola, SatinCare and others
* Pivoted Talent Management at Airtel, RCom & Zee News impacting E-Sat scores for business
* A People-Manager, consistently maintained 4.75+ (on a scale of 5) on Gallup Engagement Survey Score Card. As per Gallup StrengthsFinder: Strategic, Maximizer, Arranger, Responsibility, Ideation

**MAJOR ACHIEVEMENTS ACROSS CAREER**

**TV 9 Group**

* Benchmarked & designed HR Policies
* Attracted & hired the best talent available towards organizational headcount in Kolkata for launch of TV9 Bangla from zero to 250 entirely through remote hiring from Noida (due to travel restrictions in Covid times) and attained launch of the channel by the scheduled due date
* Sustained 24x7 news operations in Covid times by establishing safety protocols for WFH and office-working

**Analog (Tiranga TV)**

* Grew headcount from 10 to 230 within 2 months. Negotiated VRS/employee severance package when the business closed down

**Airtel**

* Spearheaded “Lakshya Bharti” training and mentoring intervention for 1500 employees of channel partners across Delhi circle, this initiative resulted in better CSMM scores for the business
* Member of the team that executed HR integration of Jatayu Software with Bharti Telesoft
* Trained & certified 500 agents on Airtel processes; migrated the call center operations to Mphasis in record time
* Developed a unique HR tool (totally customized Training Videos, first in Telecom Industry) to increase CSAT scores by around 10% in a quarter at Airtel resulting in huge business impact

**Zee News**

* Introduced cost-effective initiatives like Mobile HR (a first for the media industry) which directly and positively impacted ESAT
* Developed and led a unique Leadership Development Curriculum for Middle Management to arrest high attrition and this resulted in high ESAT scores for the Business Leaders

**Uptron India Ltd**

* Negotiated with Franchisees at various unexplored locations across Eastern India & as far as Andaman & Nicobar Islands, working in tandem with sales teams selling other product lines example TVs, Industrial Products, Communication equipment, and many more
* Set up Computer Training Institute and launched with 5 franchisees across East UP in a span of an year

*Awards & Recognitions*

* Awarded the coveted NIIT Excellence Award in 1997 by Mr. Rajendra S Pawar, Chairman, NIIT
* Received Award for the Outstanding Business Performance of the year from Mr. Rajan Nanda, Chairman, Escorts (2002).
* Best Seller Trophy for Selling the highest number of FWPs (Fixed Wireless Phones) while being in HR at Airtel

**PROFESSIONAL EXPERIENCE**

**Medi Assist Insurance TPA P Limited March, 2023 onwards**

**Working as a Head L&D – People Practices**

As Head of L&D & OD, I am tasked to develop Competency Framework, run Assessment/Development Centers & 360 Degree Appraisals and help the organization develop the Leadership Pipeline. Simultaneously set up the Learning Processes and E-Learning platform and make training processes more robust and in line with the business requirements. Also rolling out sensitivity to Business Ethics in helping good governance post BSE Listing of Medi Assist & Leadership Development Intervention.

**Go First - Regional HR Head (North, East, North East), Delhi/NCR, India May 2022- Sept 2022**

Go First is one of the leading airlines of India (LCC) belonging to the Wadia Group which is a 250 years old business house. As a Regional HR Head, I am responsible for managing HR for Airport Services, Engineering, Airside and Security teams across the North, East and North East region. The airline closed down

**Associated Broadcasting Co. Pvt Ltd (TV9 Group) - FT HR Consultant, Delhi/NCR, India Sep 2019- Mar 2022**

* Lead HR for an employee-base of 350+ of the flagship Hindi News Channel TV9 Bharatvarsh & 250 for TV9 Bangla as Regional HRBP (supported by 2 HRBPs in this role based at Noida and Kolkata) & simultaneously HR Consultant to the whole TV9 group
* Attracted and hired the best talent available in the market for TV9 Bharatvarsh and Studio9 & closure of other key roles as per timelines
* Designed SMART KRAs across the organization by 2019
* Competitive Intelligence and mapping for head hunting across all HSM news channels, regionally and nationally

**Analog Media (P) Ltd - Head HR, Delhi/NCR, India, Tiranga TV Oct, 2018- July 2019**

* Set up HR & Admin systems, policies & processes
* The closure of business here gave me a rock-solid experience of mass employee termination and handling/negotiating Employee Severance Package during closure of business. The entire exit process of more than 200 employees was handled smoothly

**Breakthru Consulting (P) Ltd. - Human Resources Consultant, Delhi, India July, 2015-Aug, 2018**

* Provided HR Consulting to start-ups and established organization in Pharma, Education & Training, Advertising, Healthcare, Domestic & International Call Centers & BPOs and Broadcasting
* Advised on HR Policies & Processes, Talent Engagement, Reward & Recognition, Leadership Development, Coaching & Mentoring, PMS Design & Implementation, Goal / KRA setting, managing employee lifecycle, T&D and Compliances
* Conducted leadership and behavioral training programs across India in marquee organizations like Coke & AmEx

**Sahara India Media - Head HR, Noida, India**

**HR Advisor June 2013 – Sep 2014**

**Head HR Oct 2014 – Jun 2015**

* Delivered major HR processes in TV and Print Verticals of Sahara India Media
* Presided over HR for headcount of over 3500 (on-roll and off-roll), handling the unionized environment, print and TV divisions
* Reported to the Joint MD and Chief Strategic Advisor and led a team of 22 HR professionals

**Centpercent Media Solutions (P) Ltd. - Head-HR, Noida, India Nov, 2012 - June, 2013**

* Steered end-to-end HR for 75 sales professionals pan-India. Centpercent Media was into Sales Process Outsourcing for Regional News Channels

**Zee News Ltd. - Head HR (Senior VP), Delhi, India Sept 2010- Aug, 2012**

* Headed HR for 2000 employees across Delhi, Hyderabad, Mumbai, and Kolkata for all the news channels under Zee stable and all national and regional channels. Supported by a team of 12 HR personnel
* Designed HR policies & processes afresh. Created an appreciation culture by introducing an instant reward mechanism - Garv Hai Cards
* Introduced major Employee Engagement initiatives like Coffee with the CEO, HR Genie, an online employee magazine “Engage”, Milaap, and Skip Level Meetings

**Reliance Communication Ltd - Hub HR Head, Delhi, India**

**Head HR, Reliance Communication Ltd, (UP West & Uttaranchal Circle)**  **Apr 2008 – Nov 2009**

**Hub HR Head, Reliance Communication Ltd, Delhi Hub Dec 2009 – Sep 2010**

* As HUB HR Head-Delhi, achieved all HR and the resultant business deliverables for GSM & CDMA businesses under RCOM. Was responsible for a total on-roll employee base of 1500 and off-roll base of more than 1000, supported by a team of 20 members
* As a HR Head of UP (W) and Uttaranchal circle for all Reliance Communication GSM and CDMA businesses, managed for end-to-end HR deliverables of 1200 on-roll and around 500 contract employees. Led a team of 9 members and pivoted Recruitment, Talent Engagement, Talent Development, and HR Operations

**Bharti Airtel Ltd, Head-Talent Acquisition & Manpower Planning, Delhi, India**

**Head-Talent Acquisition & L&D** **Jan 2004 – Jan 2008**

**Head Talent Management Feb 2008 – Apr 2008**

* Managed L&D and Talent in Delhi & Gujarat circle
* Transferred to Bharti Telesoft as Talent Management Head
* Oversaw Talent Acquisition, Manpower Optimization & Learning & development/OD, and set-up in New Delhi

**Escotel Mobile Communications Ltd, Manager-Management Development, UP West, India June, 2001 - Dec 2003**

* Headed L&D & Organization Development initiatives for around 350 employees of Escotel UP West Circle
* Institutionalized various innovative HR Practices at the circle notable being 360 Degree Appraisal systems, Talent Management practices, Innovative Training programs at the circle for which was awarded the Excellence Award by the Chairman, Escorts Group.

**EARLY CAREER July 1990 to June 2001**

* NIS SPARTA LIMITED, Center Faculty Head (Corporate Trainer/Consultant), Delhi, India
* Western India Securities Ltd, Business Development, Delhi, India
* UPTRON India Ltd., Business Coordinator, Calcutta, New Delhi, India

**EDUCATION**

* Fellowship in HR from Middle Earth HR Consulting (Pursuing) **2025-2026**
* PG Diploma in HR from Institute of Management Technology, Ghaziabad, India **2007-2008**
* PGDBA with specialization in Marketing Management from Institute of Productivity & Management, India **1988-1990**
* B.Sc. Life Science, Choudhary Charan Singh University, Meerut, India **1984-1986**
* Professional Executive Coaching Program by Grow More Avenue, India - a step to ICC Certification **2023**

**PROFESSIONAL CERTIFICATION**

* Sales Trainer certified by Huthwaite, UK for SPIN selling methodology
* Certified by Carlson of US on AiA (Adventures in Attitude)
* Six Sigma “Green Belt” Certified
* Certified and Accredited Trainer of NIESBUD, Ministry of Industries, Govt. of India for Achievement Motivation (EMT) Labs
* Undergone a Program on “Competency Mapping & Assessment Centers” by TV Rao Learning Centre, Ahmedabad
* Train the Trainer by DMA (Delhi Management Association) on IMPACT methodology developed by Auckland University
* Undergone BHP (Basic Human Process Lab) by ISABS Delhi Chapter
* Service Plus by DDI, US at Escotel Mobile
* Certification program, CHRBP (Certified HR Business Partner) from Middle Earth, India