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# Headline

* **Engineer, MBA** from institute of repute, with **7+ years** of extensive experience in strategy, marketing, consumer insights, Brand management, CRM, analytics, new product development and launch.
* A marketing professional with entrepreneurial & process oriented work style, leading crucial product penetration strategies and CXO level projects at Tata Motors Limited and Mahindra & Mahindra Limited. Alignment of brand’s objectives from “Product conceptualisation" to "Product launch” with High Performance driven comunication for continued and progressive business, has given me a platform to explore and utilize multiple vehicles in order to meet benchmarks and expectations, at every instance.
* Core competencies demonstrated in Strategy, Consumer Insights, Primary Research, Brand Management, Market Share Tracking, Product Development, Product Management, Customer Experience, Program Management, PMO, Business Transformation, Transitions, Budgeting & Forecasting, Revenue Generation, Cost & Revenue Management, Business Engagement, Key Account Management, Stakeholder Management, People Management, Managed Services, Knowledge Management, Business Process Excellence, Continuous Process Improvement, Service Delivery, Change Management, Vendor Management, Data Management, Business Analytics, CRM, Digital Marketing, Social Media, Offline Marketing, Cross Channel Communication, Content Management, and Consumer Centric Approach, amongst others
* Extensive experience in working with and reporting to the key stakeholders and CXOs, whilst strategising, implementing and managing multiple business critical projects with absolute customer delight at every stage.
* Great communication skills with the ability to clearly communicate data, context, and implications to business stakeholders and senior leaders
* Strong conceptual thinking and ideation skills; passion for brainstorming ideas, sketching concepts and connecting pieces to solve real consumer problems
* Ability to internalize customer insights, champion the customer and empathize with the customer's needs and point of view, personalization, acquisition etc.
* Natural curiosity and passion for challenging assumptions and a strong belief that there has to be a better way
* Curiosity to learn, creativity to innovate and willingness to be flexible in achieving the end results

# Tata Motors Ltd., Jan 2015 – till date (www.tatamotors.com)

**Position Held**: Market Research - Senior Manager in Sales and Marketing function

**Summary of the Role:** Responsible for leading analytics and consumer insights for protecting and strengthening Brand’s dominance in the Small and Light Commercial Vehicles business portfolio. Spearhead and take forward the charter on customer, competition and category understanding. Demonstrating a key role in building the organisation's understanding on market size, segmentation, customer perceptions, purchase behaviour and media /advertising development & effectiveness for the company’s entire product and service range. Drawing Insights from multiple sources and translating them into action with passion.

**Key Responsibilities:**

* To understand the nuances of a given customer segment and help provide insights on the potential and addressable market, insights on the established and niche competitors, their strategies and marketing moves
* To collaborate with Product Mangers and business partners such as advertising, digital marketing and direct marketing agencies to help them test copy etc and define what actions should result from the insights/learnings so gathered
* Work closely with external research companies to generate clear and actionable insights for addressing challenges faced by various business units. Significant involvement expected in guiding these business partners to ensure high quality output
* Proactively monitor Business (Economic / Competitor) landscape so as to formulate strategies that successfully leverage market opportunities
* Collaborate extensively with New Product Development teams at various stage gates from ideation to final product rollout and commercialization
* Drive data and research based decision making from product development to marketing of various products and services
* Track and analyse brand performance through Brand Track, customer satisfaction and Brand Equity studies for Brand Architecture, sales analysis, cost and profitability analysis, along with market information to arrive at long term and short term brand strategies
* Insights led event and communication planning with measuring the effectiveness to further strengthen the marketing activities
* Conceptualize and manage all database integrated marketing campaigns across multi-channel environment (e.g., website, email, call center), and identify and evaluate innovative acquisition (e.g. propensity based), retention and branding opportunities
* Verifying and reconciling data that has been entered into the system, and devising a process to capture and validate vital customer information
* Plan and execute engagement programs to increase visibility amongst target audiences - prospects, industry influences and employees

**Achievements:**

* Appreciation from Sales and Marketing head towards enabling holistic understanding of the category and brands
* Honored to receive top appraisal rating in the very first full appraisal cycle
* Leading a high voltage consulting project involving extensive consumer research, analysis and action planning across businesses, Area Offices etc.

# Mahindra & Mahindra Ltd., November 2009 – January 2015 (www.mahindra.com)

**Position Held**: Market Research, CRM, Marketing - Manager in Sales and Marketing function

**Summary of the Role:** Joined as aManagement Trainee and grew to a Manager in a short span. Worked across various roles from consumer insights to new product conceptualization to co-creating the product to launching the product through a 360 degree roadmap and keeping customers engaged with the brand through customer lifecycle marketing. Enhanced the brand experience amongst the users through customer value proposition to attract potential customers, drive repeat and cross-sell behaviour by collaborating on the design and execution of strategies in lines with Brand strategy. Working closely with across levels of the internal stakeholders like research and development, manufacturing, service, sales, network/channel partners, accounts and external vendors/agencies.

**Key Responsibilities:**

* Strategy, planning and execution of all facets of Product development & marketing communications including costing, product configuration, decals designs, Brand communications, creative productions (ATL & BTL), media management, public relations & events
* Build and own the Brand strategy for 3 years and road-map in line with the organization's goals and strategies
* Conduct segmentation studies to identify opportunity segments and thereby craft product & marketing strategies
* Craft unique Customer Value Propositions (CVPs) for Brand Mahindra and Swaraj with a road map for implementation of CVPs
* Track and analyse brand performance through Brand Track, customer satisfaction and Brand Equity studies for Brand Architecture, sales analysis, cost and profitability analysis, along with market information to arrive at long term and short term brand strategies
* Pricing analysis and introducing differential pricing for effective variable marketing expenses deployment
* Design and execute briefs for all the communication activities with creative – media – PR – Research - digital - Event/BTL – design – production agencies
* Conduct research to evaluate the Story boards, TVCs, Print Ads, Brand Names, Logos and concept models for both creative and media Brand position initiatives
* Own all aspects of the Product from conception, and drive it through development, testing, acceptance and adoption
* Conceptualize and manage all database integrated marketing campaigns across multi-channel environment (e.g., website, email, call center), and identify and evaluate innovative acquisition (e.g. propensity based), retention and branding opportunities
* Verifying and reconciling data that has been entered into the system, and educating users on how to correctly enter that information in the first place
* Implement, track, measure, learn, and report performance of all digital marketing campaigns, and assess against goals. Develop reporting and metrics like retention, frequency, revenue, profitability etc. to understand overall customer retention/repeat behavior across key segments
* Refine segments, promotions, rewards program and campaigns based on evaluation of campaign conversion, customer retention, customer cross-sell, campaign dilution and campaign ROI
* Collaborate with design team to create landing pages, e mailers, display ads, and social banners
* Single handedly understanding the stake holders requirements and passing feedback to agencies for effective marketing of the product, on a daily basis
* Monitoring and ensuring that the spends are within the allocated budgets
* Conceptualize and plan the Mahindra Samriddhi India Agri Awards

**Achievements:**

* Honored to receive promotion in the very first full appraisal cycle
* Successful 1st ever award event in farming space “Mahindra Samriddhi India Agri Awards” in 2011 which was declared as an annual event
* Conceptualize and created the Hi-tech demo kit for the performance measurement of tractors in certain parameters and developed (with R&D and Product team)
* Conceptualized and implemented the CRM roadmap
* Integrated various customer databases residing in various forms and formats
* Designed and executed customer lifecycle engagement and retention program
* The CRM roadmap being leveraged in other business teams

# Education, Certification & Leadership Development

**Education**:

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| Sr. | Qualification | Institute | Specialization | Month and year of passing | Percentage/ GPA |
| 1 | MBA (MMS) | K.J. Somaiya Institute of Management Studies and Research – Mumbai University | Marketing | May 2009 | 66.05% |
| 2 | BE | Smt. Indira Gandhi College of Engineering | Electronics and Telecommunications | May 2007 | 69.10% |
| 3 | HSC | N.K.T Junior College | Science | February 2003 | 69.67% |
| 4 | SSC | Little Flower High School | - | March 2001 | 57.20% |

# Skills

* Good working knowledge of Database softwares, SPSS, Microsoft Excel and PowerPoint

# Other Information

Citizenship: Indian