



**Brian A. Soans**

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## Senior Profile – BPO and Projects

### PROFESSIONAL SYNOPSIS

- A proven performer who moves from vision and strategy to implementation and follow-through. Executive strategist adept at designing and launching powerful business development /sales plans.
- Track record includes leading strategic initiatives to catapult per annum revenue, penetrate new markets, and capture opportunities to accelerate expansion, increase revenues and improve profit contributions.

### CORE COMPETENCIES

Business Process Outsourcing	Contingency Planning
Banking Projects Expert	Migrations and Project Planning
Risk and Fraud Assessment and Prevention	Cross Continent Team Management
Recruitment & Training	Audits and Compliance

### PROFESSIONAL EXPERIENCE

**AN OPEN MIND – Event Consultancy Pvt. Ltd.**  
**TYKHE TRADE SERVICES Pvt. Ltd.**

**2007 – till date**  
**Bangalore, India**

DESIGNATION: **CHIEF OPERATING OFFICER (COO)**

INDUSTRY: **Branding, Marcomm & Events**  
**Consulting – BPO / KPO**

ROLE:

- Serve as a key member of the executive team of 2 Private Limited Companies, that sets the company's strategic direction
- Spearhead business development initiatives that are consistent with the company's overall strategy for the business
- Areas of expertise – Brand Activations, Market Research, MICE, Product Launches, Merchandising and various communication exercises
- Design and effective use of Media, Web, Print, Radio, TV and interactive initiatives for Market Initiatives
- Managed Marketing and Brand Initiatives for top FMCG, Telecom, Automobile, Spirit and Tobacco brands
- Manage multiple business initiatives across India with leading MNC's for revenue generation and strategic partnerships for enhancement of Brand interventions at various milestones for the company
- Be the India consultant for advising European clients that needed advice on Outsourcing work to India.

**PERRY JOHNSON REGISTRARS (MICHIGAN, USA)**

**2005 – 2007**  
**Bangalore, India**

DESIGNATION: **DIRECTOR- OPERATIONS**

INDUSTRY: **BPO / KPO**

ROLE:

- Implemented systems, policies and procedures for controlling the operations of the company from start to a headcount of 500+across continents
- BPO Services were for Mortgage Sales, Renewable Energy Initiatives, ISO Certifications, CDM (Clean Development Mechanism), Medical Billing, Coding and Software Programming Areas
- Outsourcing of Projects to 3 party Vendors with strict processes and procedures to adhere to SLA's as well as maintaining costs and optimizing profits
- Adherence to US Laws related to be adhered to when outsourcing projects to India
- Grew the business from starting one center to a liason office and production facility in Bhutan.
- Grew Annual turnover of the company from ground zero to Rs. 70 Million
- Planned and executed comprehensive business development strategies aimed at increasing market share, growth and profit

- Established accountability and authority limits for subordinate managers and monitored their performance in the execution of operating plans and organizational objectives, taking corrective action where warranted
- Participated as a member of the Executive Committee, recommend policy revisions, attended Board meetings, and advise Board on matters affecting the operations of the Company

## HSBC – EDPI

**2001 – 2004**  
**Bangalore, India**

DESIGNATION: **ASSISTANT MANAGER- OPERATIONS**

INDUSTRY: **BPO / KPO**

ROLE:

- Responsible for the best practice day-to-day process and people management for the Operations team to include complaints and correspondence within this large client operation
- Responsible for team productivity & performance against contractual service levels and the operational excellence model
- Involved in more than 15 projects over 4 years. These were a mix of processes from Data to critical Call Center negotiations with defaulters
- Liaisoned with the Tech Team to move projects from the OS to the NT browser version for HSBC, UK
- Proactively managed efficient team delivery and output within agreed service levels and business targets
- Effectively managed business processes within the Team, such as time and attendance and reporting, to ensure customer satisfaction and accurate flow of information to internal sources.
- Resolved escalated enquiries and complaints, taking responsibility for the action required where necessary
- Understood and maintained all people management metrics, including performance management, conduct management and time and attendance reporting
- Managed the MI and Resource Planning for a project that had 4 teams across borders
- Conducted annual performance reviews of subordinates

## GULF CONSUMER CORPORATION (Canadian Franchisee)

**1997 – 2001**  
**Dubai, UAE**

DESIGNATION: **BRANCH MANAGER**

INDUSTRY: **HOTELS & RESTAURANTS**

ROLE:

- Full responsibility for the commercial management of the 4 FastFoods - including strategic & tactical planning, financial, marketing, business development, human resources and administration management, operations, customer service, quality control management and P & L performance functions
- Fast Foods were 2 Japanese, 1 Italian and 1 Mexican Speciality Outlet located at different locations in the UAE
- Was incharge of Recruitment, Immigration and the overall operations across the UAE
- Planned and executed comprehensive marketing strategies to successfully ignite growth and profits in a very aggressive commercial market
- Implemented systems, policies and procedures for controlling the operations in the UAE according the UAE governmental obligations related to Food, Labor and Immigration
- Managed a staffing of 8 Nationalities and a headcount of 40

## TAJ GROUP OF HOTELS, INDIA

**1994 – 1997**  
**Chennai, India**

DESIGNATION: **Hotel Operations Management Trainee**

INDUSTRY: **HOTELS & RESTAURANTS**

ROLE:

- Control of operations of the various Food and Beverage Outlets at the Hotel
- Planning Food Festivals at regular intervals for the Restaurant
- Managing various International Groups and Celebrity party requirements
- Managing Staff and Rosters as per requirements
- Staff Training and Cross Training for optimum utilization of resource.
- Management of specialized niche Outdoor catering requirements

## ACADEMIC & PERSONAL DETAILS

Bachelor of Hotel Management

DOB: 8<sup>th</sup> July 1971

Christ College, Bangalore University, Bangalore

Passport: G7581385 (valid)

## TECHNICAL SKILLS, MEMBERSHIPS and CERTIFICATIONS

- Use of Mac & Windows OS & MS-Office - (Word/Excel/Access/PowerPoint/Outlook) / Emailing & Internet
- Consultant to KFDC (Karnataka Fisheries Development Corporation), a Govt of Karnataka Enterprise
- DALE CARNEGIE certified Life Skills Trainer between Sep 2007 – Nov 2008
- Listed as one of the Trainers on The Talent Spirit, Geneva