

**SUMMARY**

Operations Head with 21 years of strategic research & analysis experience & expertise across KPO/BPO/RPO, FMCG, retail, construction, automotive, engineering and other domains. Track record of establishing green field projects & start-up ventures. Expertise in strategic planning, business growth, financial management, client engagement, market & competitive intelligence, process improvements, product development & team management. Skilled in managing customized strategic research and advisory based market and competitive intelligence studies across a range of domains/verticals. Drive global programs and projects from end-to-end, with focus on building corporate competencies and providing strategic direction.

**EXPERIENCE****Apr 10 – till date****CHEERS INTERACTIVE (I) PRIVATE LIMITED****Navi Mumbai**

*A knowledge services, solutions and products company offering customized research & analytics services, market intelligence, R&D and IP insights to global clients across industries.*

**Head – Operations (Data & Content Division - D&C)**

Heading end-to-end operations for Indian Delivery Center comprising of team of 160+. Responsible for solution designing, client engagement & management, project deliverables, product development & customization, market & competitive intelligence, survey design & analytics, process improvements, quality assurance and team development. Accountable for providing support to business development team for client acquisition. Reporting to Executive – VP.

- Handling 3 different business streams of strategic research & advisory, media intelligence (MI) and financial & non-financial data across various domains and industries

**Strategic Initiatives**

- Spearheaded integration of Knowledge Management & Business Research and Market Intelligence divisions into D&C in sync with business goals and objectives
- Established LOB of strategic research & advisory in addition to existing MI and financial & non-financial data streams; build people capabilities for same using domain expertise
- Focused on diversifying practice line for expanding business foot prints into chemical, health care & automotive; conducted extensive research on latest technology & market trends
- Involved in estimation, forecast & compliance of annual budgets along with quarterly reviews

**Business Development Support & Client Management**

- Supporting business development teams right from pre-sales stage; providing functional & domain expertise in engaging and acquiring clients
- Catering to Fortune 500 and S&P 250 clients which include large corporate & publishing houses primarily from USA & Europe
- Involved in client acquisition from interpreting business needs, preparing solutions, participating in technical discussion, defining process map, review mechanism to acquiring customer buy-in
- Liaising and maintaining relations with clients post delivery for account mining opportunities

**Operational Efficiencies**

- Ensuring 100% projects are delivered on-time and within budget; achieved customer rating of “meeting” to “exceeding” expectations on a consistent basis
- Sharing project management plans with clients at start of engagement along with detailed review schedules; ensuring delivery milestones are in line with client expectations
- Preparing marketing collaterals like case studies showcasing quality of work done in order to assist business teams in lead generation and new client acquisition
- Authoring white papers on various topics on an need-to-need basis and in alignment with client/market requirements
- Implementing process improvements for enhancing operational efficiencies; identified potential data automation opportunities for increasing manpower productivity
- Engaging into project life cycle including pre-feasibility study of client requirements, discovery session, primary research, approach & methodology, expert interview, data collection & delivery
- Providing recommendations & suggestions to clients in terms of GTM strategies, sales and other business models & approaches and more in sync with specific customer needs
- Delivered strategic research reports on study areas like emerging & N11 economies, market potential studies, market entry, market intelligence, competitive intelligence and more

- Conducting pilot runs for transactional projects for assuring clients on validity and relevancy of research direction and fine tuning of information gathering metrics

#### **MIS Reporting & Team Development**

- Streamlined MIS structure for generating reports on various functions and assisting management in informed decision making
- Designed induction modules for vertical across levels; conducting trainings & providing mentoring for skill set enhancement of team members

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|------------------------|---|------------------|
| <b>Jan 08 – Mar 10</b> | <b>UVS TECHNOLOGIES PRIVATE LIMITED</b>   | <b>New Delhi</b> |
|                        | <b>Head – Operations</b>  |                  |
|                        | Entrusted with responsibility of setting up and establishing company as a green filed start up venture. Responsible from conceptualization to strategy planning for potential growth opportunities. Accountable for business growth & expansion, P&L, financial management, identifying product & services, marketing, IT, HR and generating business pipeline. Reported to BOD/Promoters.  |                  |
|                        | <ul style="list-style-type: none"> <li>▪ Built team from scratch to 175+ for providing BPO, industry research, IT solutions &amp; recruitment outsourcing services; grew business from zero to annual sales revenue of INR 24 Cr</li> <li>▪ Acquired global telecom, BSFI, manufacturing &amp; automobile clients primarily from USA &amp; Europe for the BPO, KPO and telecom services</li> <li>▪ Involved in preparing &amp; finalizing business contracts for BPO processes including drafting MSA, SLA, SOWs and NDAs</li> <li>▪ Handled financial management and ensured positive cash flow within 14 months of incorporation; delivered profitability in line with stakeholder expectations</li> <li>▪ Recruited manpower for all different business streams; provided training &amp; skill set augmentation in line with business needs</li> <li>▪ Acquired requisite approvals &amp; licenses; ensured compliances with all statutory requirements</li> <li>▪ Identified and selected 3<sup>rd</sup> party vendors for outsourcing contract assignments; engaged in negotiations with same and ensured quality delivered is as per contractual obligations</li> <li>▪ Led team of professional researchers for delivering syndicated and market &amp; competitive intelligence studies across domestic and international markets, verticals &amp; industries</li> <li>▪ Spearheaded operations of 100 seat US bound non-voice BPO processes for mortgage industry relating to property title case examination &amp; search, e-mail attachment, data entry and others</li> <li>▪ Stewarded company's RPO initiative for European clients; outsourced talented &amp; highly experienced manpower from India across various domains/verticals</li> </ul> |                  |
| <b>Aug 06 – Dec 07</b> | <b>COPAL PARTNERS INDIA LIMITED</b>   | <b>Gurgaon</b>   |
|                        | <b>AVP (Industry &amp; Business Research)</b>   |                  |
|                        | <ul style="list-style-type: none"> <li>▪ Specialized in providing financial research &amp; analysis to investment banking firms; delivered client studies on wide spectrum of topics from death care, dental, gaming &amp; casino to aviation</li> <li>▪ Faced challenge of building untrained &amp; inexperienced team of 25 into highly skilled professional capable of executing responsibilities independently &amp; in a professional manner</li> </ul>  |                  |
| <b>Nov 04 – Aug 06</b> | <b>PLANNED BUSINESS INC</b>   | <b>Gurgaon</b>   |
|                        | <i>Senior Manager (Research &amp; Business Analysis)</i>  |                  |
| <b>Mar 95 – Nov 04</b> | <b>HI-TECH GEARS LIMITED</b>  | <b>Gurgaon</b>   |
|                        | <i>Deputy Manager (Systems Analyst) (last held designation)</i>   |                  |
| <b>Mar 92 – Feb 95</b> | <b>THAPAR HYDROCONSULT</b>  | <b>New Delhi</b> |
|                        | <i>Executive Assistant (Business Development &amp; Internal Administration)</i>   |                  |

#### **EDUCATION**

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|-------------|--|---|
| <b>2001</b> | <b>Post Graduate Advanced Diploma in Management</b>    | <b>IGNOU, New Delhi</b>                 |
| <b>1988</b> | <b>Master of Science (M. Sc) – Operations Research</b> | <b>St. Stephen's College, New Delhi</b> |
| <b>1986</b> | <b>Bachelor of Science (B. Sc)</b>                     | <b>St. Stephen's College, New Delhi</b> |

#### **CERTIFICATION & TRAININGS**

Adventures in Attitudes | Effective Personal Productivity | Business Process Re-Engineering | Management by Projects | Lean Manufacturing, ISO, QS 9000 | Performance Appraisal, Daily Work Management | T Q M

#### **PERSONAL**

Date of Birth: November 18, 1965