

ROCHELLE REBELLO

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PROFESSIONAL PROFILE

13+ year's professional experience with expertise in managing offshore delivery & operations for global clients. I've demonstrated success delivering projects and services across verticals such as media & entertainment, hospitality and content management services. I am looking for a challenging position where I can demonstrate my skills in managing, developing, re-engineering, and improving business operations and processes.

PROFESSIONAL EXPERIENCE

Ness Technologies, Mumbai
Manager – Operations (editorial content services)

Dec 2007 – Present

Company Profile

Ness Technologies (www.ness.com) is a global provider of end-to-end IT services and solutions designed to help clients improve competitiveness and efficiency. Specializing in outsourcing and offshore, systems integration and application development, software and consulting, and quality assurance and training, Ness serves a blue-chip client base of over 500 public and private-sector customers.

Job Profile:

- Leading a team of content editors and responsible for end to end content delivery for the customer.
- Responsible for global content management of film & TV.
- Responsible for tracking of all global film releases – US, India, France, Argentina, Russia, UK, Switzerland, etc. Tracking movies across 50 territories.
- Creation/tracking content such as movie release dates, synopses, cast & crew, production & distribution, awards etc. End to end coverage of film content in a CMS.
- Oversee quality of content for syndication to sites such as Yahoo, EOnline, BloombergMedia, etc.
- Tracking of all TV movies, TV series aired in the US, UK and few key territories. Responsible for generation of air dates, synopses, ratings etc.
- Responsible for operations and delivery and contribute to the development of the short and long-term Business Unit (BU) strategy in conjunction with overseas counterparts.
- Responsible for project governance from the inception stage to the daily operations/delivery stage.
- Manage stakeholder expectations and CSAT/NPS. Interact with internal and external stakeholders to ensure smooth transition of system conversions.
- Manage staffing in its entirety - hiring, performance, attrition management, stability, performance appraisals, learning and development, compensation, rewards & recognition programs, etc.
- Manage the P&L, bottom line, budgeting, gross margins, and ensure all aspects of financial stability of accounts is met.
- Oversee metrics in order to meet strategic objectives and monitor and evaluate performance of the team in line with the Service Level Agreements.
- Conduct governance and steering committee meetings/reviews involving principal stakeholders and Executive Management to evaluate & monitor overall account health, risks, issues etc.
- Escalation management and conflict resolution.
- Review and analyze performance reports against targets on a weekly/monthly basis with teams and with client to investigate causes for performance deviations.
- Develop strategic & tactical plans to identify, analyze and effectively respond to clients' needs, emerging trends and best practices.

- Engage in pre-sales activities. Partner with sales to drive revenue opportunity and create business proposals and RFP's (Request for Proposal) for new customers.
- Provide inputs from an operational perspective and work with Sales & Legal on MSA, SOW, WO, RRF generation etc. and ensure adherence to all legal requirements.
- Participate in planning processes and initiatives to decrease costs while managing annual budget for cost center.
- Work with HR to develop & implement a Talent Management strategy for the BU.
- Partner with leadership to lead change by managing strategic initiatives to meet business needs.

Process Management:

- Demonstrable experience in process improvement initiatives. Introduced new processes and stabilized existing ones which were recognized as 'value adds' by the client and organization.
- Establish and monitor departmental goals to maximize productivity, efficiency and effectiveness.
- Ensure appropriate quality controls and adherence to standards of performance through which services are maintained, whether operational, administrative or management activities. E.g. Steering Committee meetings etc.
- Define & ensure implementation of all key delivery strategies, processes, procedures, guidelines, tools, methods.
- Review and identify opportunities to improve productivity.
- Conduct dip checks of parameters that impact performance to ensure data integrity.
- Ensure process compliance with all business rules and regulatory directives, and adherence to all operational processes and procedures such as disaster recovery, 3rd Party SLAs etc.
- Collaborate with the PMO (Project Management Office) team in conducting regular audits and performance reviews to monitor compliance.
- Ensure performance-related issues are addressed through corrective action in a timely manner.
- Schedule one on one meeting with Supervisors reviewing team results, highlighting personal successes, identifying growth opportunities and providing career development paths.
- NPS/CSAT Process: Maintain high customer satisfaction. Create action/improvement plans in discussion with the customer to enhance CSAT. Demonstrable success here with a CSAT rating of 4.6 out of 5.
- People Development: Identify training needs and schedule trainings to ensure competency development across domain, operations and personality. Also ensure staff is adequately trained and positioned to handle changing work volumes, varying deal requirements and stringent deadlines.

Team Management:

- Supervise, train, delegate, mentor and monitor team & efforts.
- Mediate any interpersonal issues/conflict resolution.
- Provide regular feedback and coaching.
- Conduct performance & goal setting exercises.
- Motivate and develop team members.
- Conduct regular brainstorming sessions and meetings (including skip level) with team members.
- Enable effective communication in a timely manner with teams & inter-departments.
- Work closely with HR to ensure high employee morale and retention initiatives.

Awards & Accomplishments

- *Employee of the Year* award in 2013 for scaling up accounts and for contributions towards process improvements.
- Received a *Service Excellence* award in 2010 for successful team & client management.
- *Certificate of Appreciation* for conducting a workshops on 'Effective Business Communication' in 2012 and in 2014 across Ness India offices.
- Received a *Partnership award* from the client (Hospitality domain) on successful partnership and account management in 2011.
- Implemented resource level mix, salary bands, and new budgeting measures which resulted in an over 45% profit margin.

- Partnered with sales and won two new projects for the company in 2009 and in 2012. Set up and executed both projects from pilot to stabilizing ongoing operations.
- Ramped up team from 7 members to 30+ members in 2013 for a project with Baseline Research, USA.
- Set up an offshore team in Bangalore and scaled up services in one month. The huge success of this project led to conversion of all contractors to full time employees by the client.
- Consistent top performer with a performance appraisal rating of 4 and 5 on a scale of 1-5 till date.

COUNTRYWIDE FINANCIAL SERVICES (Now known as “Bank of America”)

Phase Reviewer (Quality/SEPG/Project Management Office)

July 2006 – Dec 2007

Company Profile

Bank of America (www.bankofamerica.com) offers an integrated and comprehensive set of products and services across all businesses, serving the needs of individual, corporate, institutional and government clients, by combining the best of local knowledge and international expertise.

Job Profile:

Responsible for conducting audits across all projects to determine compliance as per the SDLC methodology.

- Conduct regular reviews of projects and procedures to ensure compliance per project methodology.
- Drive process improvement programs, initiate and execute improvement and innovation programs.
- Responsible for facilitating project managers in project related activities notably that they have documentation in place for the various stages in the SDLC cycle. Assist them in documentation for project initiation & planning, project monitoring & control, defect prevention, metric analysis, project closure etc.
- Conduct reviews after each phase of project completion for all Project Managers and submit findings to SEPG department.
- Responsible for reporting the status, risks & issues in projects to the Head Quality & Delivery Managers.
- Responsible for collecting & submitting project metrics, defect analysis data & risk details to SEPG
- Drive monthly reviews with PM's, stakeholders and Management.
- Identify best practices, client value adds etc. and share findings.
- Analyze, plan, design, verify and develop project documentation. Design and develop user guides, process manuals, procedural and training level docs
- Collate, monitor and study metrics and raise early warnings

INTELENT GLOBAL SERVICES (Now known as “Serco”)

Quality Analyst

Apr 2004 – Apr 2006

Company Profile

Serco Global Services (www.serco.in) is a leading global Business Process Outsourcing Provider supporting multinational clients with over 60,000 employees in 100 delivery centers across US, UK, Europe, India, the Philippines, Australia, Middle East & Africa.

Job Profile:

Responsible for ensuring process quality for “National Rail Enquiries”, UK

- Monitor performance of all team members through call recordings & evaluations.
- Coach and mentor agents.
- Work closely with the operations team on process improvements.
- Aggregate and analyze monitoring results on an ongoing basis to identify and correct process level issues

impacting end user transactions.

- Creation and co-relation of all reports to track variance and identify process level errors.
- Oversee training programs to ensure all staff is trained and up to date in product knowledge.
- Attend calibration calls jointly with Quality and clients.
- Update data for the COPC Team on a monthly basis

eFunds International

Customer Service - Operations

Feb 2002 – Mar 2004

Company Profile

eFunds International operates in the BPO and KPO segments. It is a payment solutions company which provides business insights to financial service companies and other large entities to improve fraud detection and management, better new account decision making and streamline payment processing.

Job Profile:

Customer service and telesales for EFunds group of products and services.

- Customer profiling and handling customer queries
- Calling Customers and explaining product features
- Maintaining a database of prospective clients.
- Responsible for call quality and performance.
- Conduct team meetings & briefings.
- Mentor and guide new members on process knowledge and communication skills in 2003.

TREF METRONICS

Customer Service & Sales

Apr 2001– Dec 2001

Company Profile

TREF Metronics specializes in electronic weighing scales.

Job Profile:

Customer service & telesales for Tref Metronics products and services.

- Coordinating conferences and meetings
- Calling Customers and explaining product features

EDUCATION

BA - Mass Communication <i>Mahatma Gandhi University</i>	Graduated in Dec 2001	75%
HSC	March 1998	74%
SSC	April 1996	79%

TRAININGS & CERTIFICATIONS

- 1) Project Management Essentials
- 2) Agile Foundation

- 3) Introduction to CMMI
- 4) Advanced & Situational Leadership
- 5) Conflict Resolution & Negotiation Skills
- 6) Finance for Managers
- 7) Project Management Professional (PMP) (in progress)

PERSONAL PROFILE

Name : Rochelle Rebello
Date of Birth : June 13, 1980
Phone : +91 9833548578 / 022-28920561
Permanent Residence : B502 Simran Apts, Divine Colony, Borivli West, Mumbai 400103 :
Marital Status : Married
Nationality : Indian
Languages known : English (native), Hindi
Hobbies : Traveling, crosswords and puzzles, writing articles for travel communities.

References will be furnished upon request

Place: Mumbai
Date:
