

Sunil Saxena

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Profile

- Post graduate, B.Sc., MSW from Pune University, more than 25 years of working experience, with a mix of salaried and self employed profession both. Learning, training and coaching are the core competencies. The personality themes are Influencing Skills, Performance Orientation, Individualised Perceptions and Positive Self-management.

Present Work

- I am working as “Associate Director” with “Market Research Consultancy (MRC) Limited “Lagos Nigeria, heading the field work operations and Media Research Division. The scope of work involve....
 - Sharing of my experience and knowledge of market research fieldwork on all projects(quantitative and qualitative) across 22 field offices, to ensure all projects are delivered on time with highest field work quality
 - Set up systems and processes in field to enhance capabilities and competency of field personnel
 - Develop and implement Systems and Processes for data collection management, using different methods of data collection. Face to Face, CAPI, TAPI etc
 - Guide existing Quality Assurance (QA) staff to conduct field quality checks and observe total quality management on field work
 - Design, Organised and Conduct training programme for senior and middle level field personnel
 - On Field Training for Junior level personnel, Supervisors and Field Interviewers
 - Coordinate with research team at the pre proposal stage for project costing and field planning
 - Heading the Media Research Division of MRC which conduct TAM, RAM and APMS in Nigeria
 - Business development and client servicing on media projects
 - Reporting to the Group Managing Director (GMD)

Last work

- Worked with Synovate India, as a Director – Field Operations, heading their fieldwork operations in India. Synovate was the market research arm of Aegis group plc, which is also the holding company of Carat (Media) Services. I was reporting to the Managing Director. The key task accomplished during my tenure
 - Designed, implemented and supervised systems and processes for fieldwork operations. Training and development of field teams across offices in India.
 - Heading Project Management Team (PMT) Field Operations Team and Quality Assurance Team
 - Performance Measurement System (PMS) and recognition programme based on Six Sigma Philosophy, to recognise best work in field operations and research
 - Engaged in a role of Management Representative to obtain ISO 20252, for data collection process
 - Conducted internal audit and Coordinated with the external auditor during preliminary and final audit on various projects

Strengths

- I am an individual who would thrive in any environment. I have extensive experience in creating and managing large teams which exhibit positive attitude and result-orientation. I am passionate about any task; I undertake to complete it to the best of my ability. I strongly believe that each member in a team has talent and strength, but how & when to give them an opportunity to use it, is the main challenging task for the team leader

Experience

Director – Operations (located at Mumbai)
Heading Fieldwork Operations in India), Synovate-India
October 2001- August 2008 & July 2010 - April 2011

- Had designed, developed and implemented Field Structure, Operation Manual, Systems and Processes.
- Had managed many large and complex multi location projects
- Introduced Early Warning Note, Field Brief Note, Front page of questionnaires and other formats.
- Other initiatives include Early Defect Identification System, Fore Warning System (FS), Performance Monitoring System (PMS) and Monthly Project Completion Report (MPCR)
- I had also provided direct technical / operational oversight / Serviced clients at field locations for large/complex /social surveys and studies.
- Initiated and managed individual performance monthly awards contributing to Operational excellence.
- Interfaced with Quality Control teams.
- Identified areas for training, monitored implementation of Action points suggested to different field offices and provided continuous feedback to field teams for improvement.
- Reporting to Managing Director (India) and Fieldwork Director (Asia Pacific)

Group Head – Indian Market Research Bureau (IMRB);
A division of Hindustan Thompson Associates [HTA] Mumbai — 2000-2001
Reporting to : Senior Field Manager

Regional Field Manager (Western Region) – The Gallup Organisation;
Bangalore and Mumbai — 1998-2000
Reporting to : Director - Operations

All India Operations Manager – MBA Pvt. Ltd. *presently known as Gallup Organisation;*
Mumbai and New Delhi — 1980-1988. Reporting to Director – Operations

For ICICI Bank Ltd; Mumbai

October 2008 - April 2010

- Independently handling a telemarketing unit at Bank's owned call centre located at Thane.
 - Managing all activities (e.g. recruitment, training, performance monitoring) related to marketing of Bank's premium credit cards across major location in India
 - Achieved sales more than the set target MOM.
 - Reporting to the regional head Premium Credit Card Division, ICICI Bank Ltd.
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- During 1988 to 1998 had worked as owner of a restaurant. I had managed this business from the conceptualizing stage to a profit making business unit. Currently this unit is looked after by other family member.

Personal Details

Marital status : Married, one child, he is studying Mass Media Communication (final year)
Date of Birth : February 9, 1957
Passport Details : Number A 6185688, issued at Mumbai, expiry 24.08.2018
Visa : Residence Permit issued by Federal Republic of Nigeria
Languages Known : English, Hindi, and Marathi

Overall Significant Achievements

- Started my career as a Field Officer with MBA Pvt. Ltd and reached to the position as Director Operations. Having work experience with multinational organisation in and out of India
- Set up Operation offices at metro and mini metro town across the country.
- Selection, recruitment, training and induction of Executives across various locations in the country. Presently these trained personnel working as senior field managers at leading market research organisations in India and abroad
- Organized training and workshop for Middle level & Senior level Managers and Executives
- Developed and implemented processes and systems in Market Research field operations and Tele Marketing of premium credit cards
- Managed large and complex projects, aiming overall profitability
- Designed, developed and implemented manual for Operation Department to ensure a uniform process and system being followed.
- Recruited, trained a highly motivated team of Telemarketing Executives / Team Leaders, working consistently to the utmost satisfaction of bank personnel.
- Trained field personnel and teams, which always work with Positive Mental Attitude

Other Activity

- I was sharing my responsibility as a Chairman of the managing committee of Mahavir Niwas Co-operative Housing Society, place I am residing currently for ten years. As a chairman I was responsible for a smooth functioning of society affairs. Arrange monthly, annual general body meetings. Organize events, festivals and functions, each year.
- Occasionally try new recipe to cook variety of dishes
- Reading and Yoga

The above information is true to best of my knowledge and belief.

-sd- **Sunil Saxena**