

Pushpendra S. Gailania

Visionary Leader | Strategic Executor | Growth Marketer

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PROFILE SUMMARY

- ❖ **18+ years of experience** raised from scratch to senior management roles working with **different industries** i.e. **Consumer Durable, Financial Services, General Insurance, Constructions & Engineering, Home Decor & Lifestyle, Real Estate.**
- ❖ Visionary Leader, Strategic executor & a wholehearted growth marketer with a **strong business acumen** and **full capacity of growing a company from idea to commercialisation.**
- ❖ **Strong analytical skills with proven ability in interpreting performance trends** and taking proactive actions for increasing efficiency and productivity whilst reducing costs and inefficiencies.
- ❖ Ability to keep a level head at all times, nurtures and grow a business, **evaluate opportunities and risks and also deliver innovative new solutions to challenges.**
- ❖ **Master of International Business and a Business management graduate with a successful track on senior management responsibilities.**
- ❖ Possess **excellent client facing and negotiation skills**, highly successful in **defining company direction, achieving goals and optimising business objectives.**

KEY AREAS

Sales & Business Development	General Management	Project Management
Branding & Marketing	Human Resource Development	Trade Fair Participations
Strategic Planning	Recruitment & Selection	Export Compliances
SEO & SEM	Financial Planning	Tendering & Contracts
Start up operations	P & L Management	Commercial Negotiations
Ecommerce	Budgeting & Forecasting	Merchandising
Public Relations	Vendor Management	Merchant Acquiring
Customer Service	Sourcing & Procurement	Channel Development

CAREER PATH

Company:	Ashapura Buildcon Ltd.
Position:	Corporate General Manager
Duration:	Nov 2020 – Nov 2021
Industry:	Real Estate
Location:	Jodhpur, Rajasthan
Reporting to:	Chairman and Managing Director (CMD)
Department:	Sales & Marketing, Customer Care, HR & Admin, Shopping
Reportee:	Team of 50+ / Direct 3 DGMs & 3 Business Heads along with respective teams.

Achievements:

Joined as Sales Head, responsibilities further enhanced within 4 months as Group Corporate General Manager leading Sales, Marketing, HR, Administration & Customer care departments for the company.

KRA:

- Accounted for all Group companies business portfolio including **Real Estate projects, Hotels, Windmills, Shopping Mall and Engineering College.**
- **Meeting volume and value objectives** of the assigned sales targets within budget, time and policy parameters through efficient control of the sales verticals. Design and implementation of schemes and promotions.
- As part of the leadership team, work with top management to define and **drive strategic objectives** for the organization.
- Day to day **leadership to the sales team** to achieve business development objectives with overall responsibility for achieving booking goals and property revenues.
- Setting up SOPs for all the reporting departments.

- **Design and drive marketing campaigns** handling all ATL, BTL and advertising channels to acquire new customers across target segments.
- **Manage the marketing budget** to enable development of property specific campaigns, promotions and collateral to drive revenue and meet growth objectives.
- Deliver transformational **employee relations & motivational support** to charge up the team ensuring inspired and engaged. Be an inspirational role model by challenging and maximizing the strength of the entire team and aligning their efforts to the mission and vision of the organization.
- Function as a **strategic, human capital business advisor** to the senior management.
- Responsible for all **human resource team activities** for the company such as recruitment, Payroll, Training & development, employee relations, Security, and General Administration Affairs.
- Provide overall leadership and guidance by overseeing **talent acquisition, employee career development, succession planning, retention programs, training and leadership development**.
- Responsible for managing and **driving growth of the company** by ensuring all revenue opportunities are maximized.
- **Core team member of senior management** involved in improving overall **business strategies**.
- Responsible for complete **receivable compliance and documentation management** for commercial projects & residential projects.
- Responsible for **smooth customer service** with minimum percentage of customer attrition.
- Address escalated client issues with speed and urgency, orchestrating resources across the company.
- Implementation of **complete life cycle management of the customer**, ensuring better post sales service.

Company:	House Affairs
Position:	Founder Partner
Duration:	Dec 2019 – Oct 2020
Industry:	Home Textile / Decor / Lifestyle
Location:	Udaipur, Rajasthan
Department:	Self handled all tasks
Reportee:	Team of 2 – Digital Marketing Executive & a Customer Care Executive.

KRA:

- Taken up an entrepreneurial endeavour developing an innovative home decor & lifestyle brand that offers unique and impressive home decor products.
- Had to drop the project in between due to Covid-19 induced situations.

Company:	Nascent Creations Pvt. Ltd. (Yagya Agarwal Group Company)
Position:	Executive Director & Co-Founder
Duration:	July 2017 – Nov 2019
Industry:	Home Textile / Decor / Lifestyle
Location:	Udaipur, Rajasthan
Reporting to:	Managing Director (MD)
Department:	Head of all functions
Reportee:	Team of 15+ Production, Design, Accounts, Sales & Marketing, Digital Support

Achievement: Successfully developed a company from concept to commercialisation aimed towards creation of a unique business model in the field of Home Textiles and Garment Industry with a commitment of fair partnering with Rural Artisans.

KRA:

- Participated in all aspects of business development from **market research** and **finance** to **operations & Strategic Planning** and oversaw its long term and short term implementation.
- Overall responsibility to launch and implement the line of business for ongoing growth, operations, **P&L & ROI Management**.
- Provided strategic operational directions and transitioned the business line from the project mode to a steady state operations mode.
- Translated the **Strategic Business Visions** into a well defined **Operational Planning** into action to meet out the business objectives.
- Planned and developed the infrastructure, resources and processes for the delivery of the business objectives.
- Responsibly managed **Human Resource Management** of the company ensuring that it is appropriately organised and adequately staffed to enable the company perform in its best efficiency. Performed **Talent Acquisitions, nurturing, mentoring, and training of the team**.

- Created the company's **Social Media & Digital Marketing Strategy** using various platforms like **Google, Facebook, Instagram, Twitter etc.** and complete online presence awareness and reach to the audience.
- Driving the team of diverse functions including design, production, sales & marketing, customer care, accounts etc. to produce time sensitive deliverables under the budget.
- **Managing Vendors** on raw material purchase, pricing, negotiations, payment terms, and contractual obligations effectively, ensuring best deals are obtained in best interest of the company.
- Defined and created suitable **Performance Management** metrics and reporting structure to monitor performance against objectives.
- Created and implemented effective internal controls and **Management Information System** well in place.
- Other than mentioned above, responsibly handling each and every functions of the business efficiently to fulfil the overall business objectives.

Company:	Nascent Holdings Nidhi Ltd. (Yagya Agarwal Group Company)
Position:	Director & Co-Founder
Duration:	June 2017 – Nov 2019
Industry:	Financial Services / NBFC
Location:	Udaipur, Rajasthan
Reporting to:	Managing Director (MD)
Department:	Operations, Accounts, Business Development, Audit, Customer Service
Reportee:	Team of 10+, Operations, Accounts, Sales & Marketing, Customer Care

Achievement: Successfully developed and controlled various functions of the non banking financial company operations engaged in borrowing and lending money.

KRA:

- **Spearheading strategies** to steer the company's future in a positive direction
- Entire end to end **operations** of the company along with **Risk, Credit, Audit, Collections, IT, process handling** for the entire organization
- Driving the company's operating capabilities to surpass **customer satisfaction and retention**, and company goals
- Controlling company costs, and introducing **tactical initiatives** to address risk and losses
- Monitoring **money handling procedures, accounting and bank processes**
- Preparing timely and accurate **management information system**
- Overseeing multiple functions and implementing better business practices
- **Delegating responsibilities** to ensure staff members grow as capable participants
- Employing various initiatives to coach employees to optimize their capabilities
- Completing **performance reviews** in a prudent manner
- Assessing and implementing improved processes and new technologies, and collaborating with management regarding the implementation of these improvements
- Oversee functions like Operations, Customer Service, Technology, Internal Audit and overall Risk and Compliance.

Company:	Yagya Agarwal Constructions & Infra Solutions Pvt. Ltd.
Position:	General Manager
Duration:	March 2010 – June 2017
Industry:	Construction
Location:	Gurgaon, Haryana
Reporting to:	Managing Director (MD)
Department:	Operations, Accounts, Business Development, Purchase, HR & Admin
Reportee:	Team of 70+ including 4 Project Managers in 4 states

Achievement: Joined as Business Manager and promoted in Aug 2014 to General Manager and key person to the management responsible for overseeing every facet of the company serving strategic and innovative constructions projects mainly for Defence Ministry GOI. Participating in managing risk, Key recruitments, overseeing employee performance, negotiating contracts, project planning etc.

KRA:

- **Financial planning** in coordination with accounts team to set budgets and developing financial plans. Understand and communicate company needs to plan and implement financial strategists gather necessary data and perform analysis.
- **Managing Vendors** for purchase, pricing, negotiations, payment terms, contractual obligations. Effectively ensuring best deals are obtained for the firm. Managing vendor invoices ensuring timely payments.

- Analysis and **Purchase** of the best quality equipments, tools, raw materials and services for the company at the most competitive prices. Managing supply chain management and procurement.
- **Contract Negotiation** keeps track of contracts for and service providers and makes sure that all terms of contracts are followed. Communicate problems with suppliers and service providers and reach agreements that are beneficial to the company.
- **Risk Management** while creating financial and business strategies assuring attempts to generate the highest profits to the most minimal degree of risk. Presentations to the company promoter's findings while making the final decisions regarding a company's actions.
- Responsible for **overall Business Administration**, including **management of all sub-Contractors and Vendors** of all related trades for the company.
- Identifying and catering **Training** needs to the employees at all the levels of the company.
- Responsible for **Employee Management, recruitment** of professionals to all levels. Formulation of HR strategy and ensure it is aligned to the business needs. Further to prepare and ensure effective implementation of the **HR Policies**. To provide efficient motivational performance appraisal to the promising employees.

Company:	ICICI Lombard GIC Ltd.
Position:	Unit Sales Manager
Duration:	April 2008 – Feb 2010
Industry:	General Insurance
Location:	Chittaurgarh, Rajasthan
Reporting to:	Branch Head
Department:	Branch Banking Group & Key Relationship Group
Reportee:	Team of 10+ Field Executives

KRA:

- Accounted for overall **Business Development** of **Bancassurance Channel** within all verticals assigned to the **Territory** covering **four districts of South Rajasthan**.
- Responsible for generation of business through all ICICI Bank Branches and Tied-up Channels in assigned Districts through their respective branch teams.
Regular visits to all Branches & timely Product Training as well as Cross Sell of General Insurance Products to the customers.

Company:	Western Union Financial Services India Pvt. Ltd.
Position:	Territory Specialist
Duration:	April 2005 – April 2008
Industry:	Financial Services
Location:	Udaipur, Rajasthan
Reporting to:	BDM – North
Department:	Business Development
Reportee:	Local teams of 12+ principal agents

KRA:

- Responsible for **Channel Management & Business Development** for the **Cluster of 10 Districts**.
- Accountable for regular business development through the assigned teams of principal partners.
- Perform **Field Audits** of the agency requisitions, selection of suitable channel partner locations and arrangement of adequate
- **Training and Branding** of the locations and their staff.
- Preparation and submission of weekly **MIS** updates, analysing and advising feedbacks on the business performance to the superiors.

Company:	Tilo Pvt. Ltd.
Position:	Marketing Executive
Duration:	Aug 2003 – Aug 2004
Industry:	Consumer Durable / Home Decor
Location:	Udaipur, Rajasthan
Reporting to:	Company Director
Department:	Marketing
Reportee:	NA

KRA:

- Explored new horizons for the company applying **International Marketing** tactics using promotional activities like participation in **International and Domestic Trade Fairs**.
- Achieved regular flow of businesses enquires from the web world and converted them in **sales orders**, handled all **negotiations** with the **international buyers**.
- Planned and **developed search engine friendly websites** for the organization and managed their **search engine optimisation & marketing**.
- Manage memberships with the **trade portals** and **export promotion agencies of India**.
- Overall, achieved regular business growth in domestic as well as international markets.

EDUCATION

Degree	Master of International Business (M.I.B.)
Institute	C.C.M.S., M.L.S. University Udaipur, Rajasthan, India.
Duration:	Year 2001-2003

A two Year full time residential post graduation course which focuses on strategic planning for international business operations and provides an in-depth understanding of the organizational capabilities required, including specialized functions such as international marketing, finance, logistics, operations and human resource Management. Master in international business degrees also includes learning that address topics such as imports and exports and intercultural communication.

Degree	Bachelor of Business Management (B.B.M.)
Institute	V.B.R.I., affiliated to M.L.S. University Udaipur, Rajasthan, India.
Duration:	Year 1998-2001

A three Year full time residential post graduation course very well expounding the basics of Business Management degree. This course establishes quality-learning platforms covering all important aspects of business management including human resource management, organisational behaviour, advanced accounting, financial management, marketing, sales management etc.

TRAINING & CERTIFICATIONS

Certification	Licentiate – General Insurance
Institute	Insurance Institute of India
Duration:	Year 2011

Licentiate gives credibility which companies look for in their leaders, provides a critical skill to lead a function. It gives strategic tools & techniques in specific verticals and helps gaining decision making skills to build strategic policies in Insurance industry.

INTERPERSONAL SKILLS

Passionate & Committed	Ambitious & Determined	Honest & Hardworking
Creative Learner & Problem Solver	Strong Communicator	Compassionate & Leadership

LANGUAGE SKILLS

English - Read, Write, Speaking – Professional

Hindi - Read, Write, Speaking – Native

IT SKILLS

MS Office / Google Workplace – Professional – 20 Years

Adobe Photoshop – Moderate – 15 Years

Social Media Platforms – Professional – 10 years

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Thank you so much for vesting your valuable time & kind consideration to study my work profile, hope you find it interesting & beneficial for your esteemed organization.

Thanks & Best Regards
Pushpendra Singh Gailania