**Karan Gandhi**

**Master of business administration (MBA) – Marketing & Strategy**

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**Bachelor of Technology (B. Tech). – Electrical & Electronics Engineering Mobile: +91- 9643754566 | 9560834010**

**PROFESSIONAL EXPERIENCE**

**Premier B-school graduate with 10+ years of experience in developing product & business strategy for consumer products, P&L Management, team management, retail & e-commerce sales with strong business & analytical skills.**

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| **08/2019 Till Date TravelTriangle – No. 1 Online marketplace for holiday business in India Category Manager – Strategy & Planning** |
| **General Management, Online Marketplace development, Demand & Supply management, Business Development, Team Management in E-commerce.**  **Product Strategy & Planning**   * **P&L responsibility** & general management of Key domestic & international destinations with 20k holidays package & GMV of 50 Cr annually. * **Prepared business growth** road maps for the multiple destinations to **unlock growth** with scenarios of risk management. * **Hacked growth by Created over the counter** or standard bookable package by understanding up demand & supply using **data analytics** (SQL). * **Turnaround** of **destinations such as Goa & Bali** from CM- to CM+ by taking a structured approach to resolve the demand & supply problems. * **New initiatives** - leading COVID-19 Hygiene & safety project, digitizing sales process to reduce ops cost, Redefined SEM strategy around traffic & conversions (L2C) by optimizing SEO activities across blogs, content & packages, started new business line of Inbound customers to India.   **Sales ownership & cross functional collaboration**   * **Delivered growth** of 15% in conversions & 30% in profit in 6 months by focusing on P&L levers such as conversions, cost, marketing spends etc. * **Managing a team** of 40+ professionals including operations manager, account manager & sales ops to ensure achievement of monthly targets. * **Cross functional** collaboration to increase demand generation, lead quality, L2C, & reduce CAC to strengthen P&L of domestic portfolio. * **Managed impact of COVID-19 with proactive actions** resulting in enhanced customer experience & balanced company cashflows. * **Managing CPL & CAC to** maximize profit from Facebook & GDN & investing in organic channels (blogs & packages) to increase organic traffic. * **Leading recruitment process**, creating hiring plan, conducting campus recruitment drives, helping partners to hire 80+ employees /Month * Represented TravelTriangle at SATTE- 2019 & SATTE 2020, global forum to connect & grow with various tourism departments & companies.   **02/2016 to 07/2019 Vodafone Idea Limited Marketing Manager – Marketing** | |
| **Top-line management, Product Portfolio Management, Product Strategy, Product launch, Digital & channel sales.**  **Product Strategy**   * **Managed top line for** Vodafone Idea Delhi business of ~1200 Cr via acquisition, base management. & retention of ~25 lakh base. * **Designed** **CRM Strategy** around **high value** consumer based on pure analytics through inbound / outbound call center, relationship managers, stores & digital media **safeguarding 55% Rev & minimized** **churn** by ~3%. This became a National Best Practice in the company * Led Strategic Plan to make **Delhi No. 1 circle** in postpaid in terms of Revenue, Non-Telco (B2B partnerships) product penetrations & Retention. * Designed & executed consumer marketing strategy, delivering both country and region objectives, while ensuring the region team’s goals and priorities ladder up to the country marketing objectives.   **Market Activation**   * **Forecasted& delivered** monthly sales targets of 100 Cr by driving **sales** through calling setups, **owned & Franchises** **stores** & **digital Initiatives** * Led high performance team of 3 people to prepare the Go to market plan for Vodafone RED, **brand campaign plan** & execution strategy for 3 integrated marketing campaigns for **Vodafone’s Flagship product launch (RED**) covering ATL, BTL, digital & In-shop brand merchandizing * **Led digital sales** using Funnel & conversion optimization & digital campaigns forlead & demand generations on social & digital platforms using SEO, Google Adwords, Radio campaigns, Email Marketing & FB marketing ensuring **lowest acquisition cost and maximum ROI.** * **Designing hyper local social communities** unique to key stores to create a **precise monolog communication** platform for nearby vicinity.   **Cross Function Collaboration & Team management.**   * Led **cross functional teams** to drive adoption of **Apple iPhone tie up, Amazon Prime Services, Netflix, Chaayos, Citibank Discounts** in Vodafone’s base by enabling & channelizing stakeholder such as retail & call centers**.** * **Influenced** vertical leads of various departments such as **Retention, Field sales, Enterprise sales, Service team** to achieve business objectives. * End to End **Vendor management** for Acquisition (Ecom & 10 Digi), upselling (Vega & Kochar) and communication (197 & FlyTxt).   **Awards & Accolades**   * **Awarded** Vodafone **Mega Star Q2’18** for converting **variables revenues** to **fixed rentals** of worth ~Rs 90 Cr coming from 14L customers. * **Awarded IMAD Q4 ’18** – I Made a difference – for acquiring **2.5L incremental customers** base during **Tata, Aircel & RCOM meltdown**. * **Awarded IMAD Q2 ‘16** – I Made a difference – for designing automated retention program, reducing postpaid churn to 1.61% lowest ever.   **02/2014 to 02/2016 Dish-TV Deputy Manager – Product & Strategy** | |
| **Upstream marketing** (Market Planning, Strategic planning, Market research, Focus group discussions) & **downstream marketing** (Product launch, ATL & BTL marketing)   * Worked on **business & product strategy** for DISH TV products with senior leadership such as DVP Marketing, SVP Strategy & MD. * Captured more than 33% digitized cable TV market share using 4 phased market acquisition plan with detailed on ground market research. * **Led launch of Dish-Flix in India**, E2E product development, contract & procurement, Product lifecycle management, GTM strategy & KOLs advocacy (Rajiv Makhni & many other tech leaders) , product adoption during its growth phase. * Developed the marketing communication plan, designing & finalizing brand merchandising along with appropriate use of media vehicles. * Developed the marketing calendar & GTM framework basis Annual Operating Plan, marketing budget and key business events. * Prioritized Feature development in phases for DishTV Box with R&D basis basis overall product roadmap & owning the product lifecycle. * Implemented sales promotional activities as part of market development initiatives pan India for both channel packaging & Dish-Flix.   **02/2011 to 03/2012 Samsung R&D Senior analyst – Senior Software Engineer**  **Full time MBA \_**  **05/2013 to 02/2014 Samsung R&D Senior analyst – Senior Software Engineer** |
| * Designed Strategic RnD product development roadmaps, by analyzing technological trends, competitor profiling using IDE, Gartner reports. * **Cost**-**benefit** & competition analysis of existing solutions to provide strategic inputs on product development for Samsung Products. * Facilitated development of Samsung Cloud Solution in India by liaising with R&D divisions of Samsung Korea, India & America. * Managed **Software development Lifecycle** of **Cloud Projects**, such as Cloud Gaming and Zero client Enterprise solution etc. * Reduced Test automation cost by approximately 90 % by replacing existing QTP technology. * Rating Achieved-“**Beyond Expectations**” for the technical stint. Bell curve equivalent to 5/5.   **10/2008 to 02/2011 Aricent Software Engineer**   * Developed security testing process for Nokia MSC & BSC products, led team of 5 engineers to create a new revenue channel for the company. * Interacted with the clients for coordination of new feature testing & technical problem solving. * Managed clients from Finland, USA, China & Taiwan for RFI, specification, requirement elicitation & project delivery |
| |  |  |  |  | | --- | --- | --- | --- | | Qualification & Technical skills | Year | School / Institute | Marks (%) | | MBA (Marketing) PGPM | 2012-2013 | **Great Lakes Institute of Management, Chennai, India** | CGPA 3.2/4 | | B.Tech (Electronics) | 2004-2008 | **Bharati Vidyapeeth’s college of Engineering, New Delhi, India** | 69.1% | | H.S.C | 2004 | **S.M. Arya Public School** | 76.6% | | S.S.C | 2002 | **S.M. Arya Public School** | 71.4% | | Programming languages | C, Python, SQL | **Analytical Tools** | PyCharm, Redash, Excel | | | |
| **Soft Skills**   * Strong Data management and analytical skills * Microsoft Excel, Powerpoint & G-Suite expert * Innovator, go getter, self starter with an experience of working in a start-up environment. * Building high performance teams aligned to organizational objectives. | | |

**Extra-curricular & certifications**

* **Toastmaster Member** – Pursuing public speaking art under leadership development pathway.
* **Leadership Experiential Project** - Applied concepts of leadership in villages to develop self-sustaining systems.
* **Capstone Simulation certified**.
* **Harvard Everest Leadership Simulation**- led a team of 5 members to conquer Mount Everest.
* **Google certification** of Fundamentals of digital Marketing
* **Advance Digital Marketing certification** by digital marketing academy.