Saurabh Srivastava

E-mail: [saurabh20683@gmail.com](mailto:saurabh20683@gmail.com) | Phone: 91-9892224218

Linkedin: <https://www.linkedin.com/in/saurabh-srivastava-19244020>

Address: LC-131 ADA Colony Naini , Allahabad, Uttar Pradesh- 211008

**EDUCATIONAL QUALIFICATIONS**

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| **Year** | **Degree** | **Institute** | **% / CGPA** |
| 2012-14 | PGDM(Marketing & Finance) | T.A.Pai Management Institute **(**TAPMI**)** | 69.80 |
| 2008-10 | M. Tech (Petroleum Geosciences) | IIT Bombay | 95.60 |

**WORK EXPERIENCE**

**OYO Rooms Supply & Growth Manager Jun’17- Present**

* Responsible for end-to-end **business development**of the designated territory including planning and building short-term and long-term supply
* Adding quality supply on OYO Platform and **strategizing** the growth path for the company to target right mix of budget and premium category hotels
* Increased the overall business of Allahabad city to more than **300%** in a span of 15 months
* **Launched a new city “Pratapgarh**” with 100+ rooms on OYO Platform.
* Working on **Project Mahakumbh 2019** to acquire 5000 Swiss Cottages near Sangam to tap lakhs of foreigner devotees coming to the city ,expected **GMV of 105 Crores in 2 months**
* Coordinating closely with **Transformation** and **Operations** team to expedite the signing and live TAT
* Making monthly **reconciliation** and **accounts** summary and help owner understand the nuances of it
* Creating a balance in inventory growth and demand to ensure optimum occupancy levels

**Future Generali Deputy Manager (Campaign Management- Online Sales ) Jul’16- May’17**

* Setting up the cross sell strategy at **National Level**, planning and executing various cross sell projects to increase the Online Sales revenue by **20% in 6 months**
* Increased the business contribution of Email and SMS campaigns from **3% to 10%** in 6 months
* Started innovative cross sell campaigns to test a Blue Ocean Offline to Online Sales channel in the organization.
  + Leading a team of 10 sales people to achieve the desired business numbers and maximize revenue
  + Pilot for In-store branding and promotions in leading Retail outlets across Mumbai generating 150% revenue achievement vs target in JFM’17
* Responsible for partnering and onboarding 3rd party vendors for leads & business generation.
* Working with cross functional teams including marketing, product, legal & compliance, operations & strategy to drive campaigns
* Leveraged data analytics to build a model to hire the high producing insurance advisors for the company

**Future Generali Deputy Manager Agency Strategy (Retail Distribution) Dec’14- Jun’16**

* Member of the Agency strategy team to formulate restructuring process for the retail distribution channel at **National Level**
* **Benchmarking** with the industry for Performance management of Sales Force and subsequent improvements to reduce attrition **by 25%**
* **Conceptualized** and **strategized** a new lead generation process through collaboration with **Big Bazaar** and launched at Pan India level
* Managing call center operations, training telecallers, designing questionnaires and scripts to improve effectiveness
* Managed “Rewards & Recognition” for the Sales force in the Agency channel.
* Making dashboards for the board meetings and C-level discussions for the Agency channel

**Future Generali Management Trainee -Sales Manager Agency Jun’14- Nov’14**

* Worked as a sales manager as a part of Management Trainee program for six months
* Lead a team of 5 insurance advisors and achieved 125% of the revenue target for six months

**Aquagreen Engineering Management Pvt Ltd (AEMPL) Geologist Team Lead Sep ‘10 – Nov ‘11**

* Led a team of 5 geologists for successful completion of Teesta-II Hydropower Project, Sikkim
* Coordination with Government clients e.g Geological Survey of India and Hydrological Department for various statutory clearances
* **Coordinated** between Geological & Engineering teams to ensure effective functioning & managed to complete the project in stipulated time interval

**INTERNSHIP EXPERIENCE**

**TATA Agrico Business Analysis Apr’13- May 13**

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| Market revalidation of traditional products of TATA Agrico |
| * Market mapping of traditional agriculture products of TATA Steel Agrico * Extensive market research in 15 districts, 60 towns and 300+ TATA dealers * Understanding the sales and distribution of products in different districts * Recommendations given for Product, Price, Place and Promotions for TATA Agrico products   **ACADEMIC ACHIEVEMENTS**   * **1st** position in **M. Tech** (Petroleum Geosciences), **IIT Bombay** 2010 * **8th position** (All India Rank) in Graduate Aptitude Test in Engineering (**GATE**) 2008 |