

Brief Summary

Enthusiastic learner and passionate worker with a demonstrated history of working in Banking and Energy industry. Skilled in Business Development, Product Management, Business Planning and People Leadership.

Willing to lead in Business Development and Product Management.

Skills

- ✚ Business and Marketing Strategy
- ✚ Product Management
- ✚ Marketing and Financial Analytics
- ✚ Sales and distribution Networking
- ✚ B2B Sales & Channel Management
- ✚ Fintech Product Management
- ✚ Project Management & Execution

Education Qualification

PGDM (Marketing & Finance) 2016-2018
Indian Institute of Management, Rohtak

B. Tech, Comp Sci. Engineering 2010-2014
PES Institute of Technology, Bangalore

Co-Curricular and Achievements

- * **Licensee**, TEDxIIMRohtak
 - Managed team and all verticals
 - Deliberated on theme and talk ideas
- * Completed Six Sigma Green Belt Certification
- * **Zonal Winner (Rajasthan)** – State Badminton Tournament
- * AIMA – Represented BPCL in the South Zonal Round.

Case Studies & Competitions

- * **Finalist** – Amazon Ace Challenge on Ecommerce Growth
- * **Finalist** – L&T Outthink Challenge
- * **Winner** – Reliance Youth Sports Challenge

Internships

Idea (Aditya Birla Group) Apr'17 – May'17

SAP Labs India Jan'14 – May'14

Shippable Apr-13 – May'13

Work Experience

OfBusiness

Nov'19 - Present

Built and led multi-functional teams and ensured that processes are implemented to sustain the scale achieved by a team. Also, worked with and analyzed large chunks of data for measured results.

Business Development Manager, MSME Lending

Roles and Responsibilities:

- Development and Launch of new Products for MSME
- Increase the retention % of existing customers

Business Impact:

- Launched 2 products in 6 months and onboarded 30-40 clients
- Increased the customer portfolio by 130% in 6 months

Business Development: Channel Partner Network & Onboarding Responsibilities:

- Onboarding new channel partners, increasing their profit %

Results:

- The network of vendors and channel partners profited the transactions 3% more
- The profit % of the channel partners increased three folds with the efforts from sales team

Bharat Petroleum Corporation Limited

June'18 – Nov'19

Handled various business assignment from managing key accounts to channel partners in B2B and B2C Segment.

Product and Business Development: B2B & B2C

Responsibilities:

- Enroll 20 customers and achieve a target of 120% in volume
- Go to Market Strategy for increasing the market share
- Improve the logistics movement of Products

Business Impacts:

- Enrolled 27 customers and achieved 127%
- Market share grew from 9% to 12%
- Percentage of slow-moving goods was reduced from 6% to 2%

SAP Labs India Pvt Ltd

June'14 – May'16

Handled responsibility of the complete front end. Gave GIT training to Internal teams and SAP Product training to Business Partners.

Product Developer: Customized products

- Development of UI and the back end
- Showcasing the products in the Tech Expo as well as training internal stakeholders

Results:

- Successfully completion of delivery with no major test error in the report
- The first version itself was adopted by many clients after the demo