

## PROFILE IN BRIEF

5 years of work experience, of which 2.5 years in Human Resources consulting with leading global HR advisory firm Mercer, almost 2 years in business development (new business development, project management) with Indian e-commerce giant Snapdeal, an 8 month FTC with Khan Academy (to analyze and segment users, develop a user growth plan, explore strategic partnerships and pilot programs), till Feb2017 and a brief stint as Product Head for a London based Fin-Tech startup (CommuterClub).

As a Manager with Snapdeal contributed to developing Omni-channel and Automobiles business models through experiment design, pilot testing, business requirements design for product, process definition, implementation and handover. Experience in new business development, financial modeling, project management, stakeholder management, process and policy definition and excellence, monitoring business metrics and quality parameters, and team management. Led brand acquisition and business development initiatives for increasing the market presence and revenues for partners and own organization.

As first a Consultant and Sr. Consultant with Mercer (2012 – 2014), involved in delivery of focused HR advisory interventions for clients across industry verticals including IT & ITES, oil & gas, FMCG, infrastructure, and mining.

I have completed my engineering (in C.Sc.) from Thapar University (2006 – 2010) and MBA (PGDHRM) from MDI, Gurgaon (2010-2012).

## SKILLS AND ABILITIES

### PROCESS DESIGN AND EXECUTION

- Including industry research, problem definition, experiment design, pilot testing, revision and improvement, finalization, documentation and socialization, quality assurance, implementation, monitoring, evaluation, future planning and medium-term (up to 18 months) roadmap creation

### STAKEHOLDER MANAGEMENT

- Including relationship building, internal and external negotiations, contracting, onboarding, customized service delivery and training, complaint resolution, and ongoing relationship management, as well as oversight of technology integration, collections, and performance metrics for each alliance; workshops for CXO suite of employees; proactive coordination and issue resolution for timely and efficient management of projects

### WRITTEN, VERBAL AND INTERPERSONAL COMMUNICATION

- Including report-writing, Op-Eds, policy-drafting, story-boarding, PR briefing, developing and delivering presentations, facilitating CXO workshops and focus group discussions, negotiating, driving execution, interviewing, and collaborating for results with colleagues and clients

### HUMAN RESOURCES AND PEOPLE MANAGEMENT RELATED SKILLS

- Organization structure analysis and design including role definition and evaluation, competency framework (technical and behavioral) and career architecture design, compensation and benefits benchmarking, manpower planning, HR audit and process re-design
- Recruiting own team, role allocation, goal setting, on-going feedback and guidance, team development

### MISCELLANEOUS

- Market research, digital marketing campaign planning and execution, digital store conceptualization and implementation, marketing spend impact analysis, planning and leading digital campaigns for launch of category, product lines, new strategic partners
- Working with large datasets (using BigQuery) developing dashboards and stories using Tableau
- Tools I have worked with: MS Office suite (most extensively MS Project, Excel and Powerpoint, Google Analytics, BigQuery, Tableau, Data Studio, Mention, Hootsuite, Mailchimp, Slack, Trello; proficient with MATLAB and SQL.

## OTHER KEY ACHIEVEMENTS AND ACTIVITIES

- Awarded annual award for “Delivering Business Focus for Snapdeal”, 2015
- Awarded “Eureka award” for launching the most innovative initiative, January-March quarter, 2015
- Completed training on Mercer’s International Position Evaluation methodology, 2013
- Awarded “Rising Star of the Year” across Mercer India, 2012
- Co-authored research papers in Strategic HRM and Employer branding, 2011
- Certified on “Negotiation Strategies and Techniques” by program run at **Vienna School of Business and Economics**, based on the “Harvard Program on Negotiation”, 2011; as a part of my exchange semester (during MBA) at Vienna School of Business and Economics
- Projects with ‘Airtel’ (for compensation benchmarking), Aon Hewitt (for employee engagement) and PepsiCo (for employee engagement) during MBA
- Chief Student coordinator for Aranya 2008 (technical festival of Thapar College of Engineering; as a part of the core committee, I helped launch the first tech fest of Thapar in 2007)

## COMPREHENSIVE WORK EXPERIENCE

### PRODUCT HEAD – COMMUTERCLUB | (April 2017 – May2017)

- Conducted conversion analysis for both product lines with recommendations to improve on-site conversion
- Launched a user survey for a potential product offering
- Developed the processes (ticket sale, post sale services) for retailing of season tickets
- Developed DB schema, competitor analysis, wire frames (for front end development) for ticket retailing
- Automation of monthly P&L outputs and monthly commissions audit

### CONSULTANT – INDIA USER GROWTH & PROGRAM MANAGEMENT | KHAN ACADEMY (JULY 2016-FEB 2017)

- Conducted market research, product data analytics (on KA database) and qualitative user research to segmented India's user base
- Planned and executed (on-going) marketing campaign for KA India to understand impact, ROI and devised a growth plan (1 year horizon)
- Explored strategic partnerships with schools, foundations, trusts and EdTech companies along with running (on-going) small scale pilots to test hypotheses
- Developed road map to bring popular international initiatives to India
- Conducted user research (across segments) and market research (especially focused on mobile) aimed at identifying potential product plays in India; worked on optimizing KA app

### SENIOR MANAGER – OMNI-CHANNEL | SNAPDEAL | NOVEMBER 2015 TILL JUNE 2016

- Toward the aim of creating a 'Hyper Local' (local sourcing and same day delivery/pick-up) option for customers, developed processes (for delivery, pick-up, issue resolution, financial settlement and margin recovery, customer/seller dispute resolution, penalties, on-boarding), policies (for customers and sellers), training material, and metrics and tracking mechanisms
- Conducted market research via field studies, usability lab studies, customer interviews and focus group discussions
- Developed the 'experiments cell' to quantify success of brand launch pilots before pan-India launch
- Monitored and maintained target business metrics – CPS (contacts per sub-order), NPS (net-promoter score) and Returns% for all Omni-channel pilots before handover for pan-India scale up
- Tested models and processes through business pilots with marketplace sellers, brand aligned seller network, and large format retailers; published insights
- Addressed issues, streamlined processes, and created buy-in with all stakeholders (Clients / Brand partners and sellers, product team, customer/seller experience teams, legal, finance, etc.)
- Delivered training sessions and developed in-house capability for training on Omni-channel processes
- Co-developed seller rating mechanism for Omni-channel
- Worked closely with product team to publish long term product road-map for Omni-channel

### MANAGER – AUTOMOBILES | SNAPDEAL | OCTOBER 2014 TILL OCTOBER 2015

- Established the Automobiles category, which is the most successful category in Snapdeal with monthly revenues of USD 116 million (within 4 months of launch); owned P&L and target metrics, with month-on-month monitoring and course adjustments to ensure category health and achieve revenue and customer experience targets
- Towards launching the Automobiles category – a first of its kind in the Indian e-commerce space – devised the business model, and developed end to end process flows, customer experience guidelines, seller experience guidelines, customer and seller policy structure, communication guidelines, seller training material
- Developed product requirements and worked closely with product team for Automobile product development and testing
- Devised proposals, negotiated commercials and on-boarded Original Equipment Manufacturers (OEMs) for the launch of their online stores on Snapdeal
- Partnered with OEMs to devise digital and offline marketing campaigns for the partnership
- Partnered with banks and financial services platform to launch online financing options for Automobiles
- Led a team of 7 people (interviewed and hired) after a successful pilot to manage Automobile category operations; drove learning and professional growth of team members

### SENIOR CONSULTANT – HUMAN CAPITAL ADVISORY | MERCER CONSULTING | APRIL 2012 TILL SEPTEMBER 2014

- Responsible for partnering with client organizations to address their strategic HR challenges in the domains of organizational effectiveness, people effectiveness and human resource process effectiveness
- Delivered projects for clients across industries, including: pharmaceutical, oil and gas, power, IT, financial services organizations, infrastructure, FMCG and manufacturing; HR domain areas: technical career architecture, organization structure and hierarchy, role design, HR process diagnostics, compensation and benefits
- Some of the key clients partnered with include L&T, Vedanta, Cairn Energy, ReNew Power, FTIL, Perfetti, Leighton. CTS and Federal Mogul
- Key activities of the role involved organizational structure and HR process diagnostics, development of appropriate solutions, delivery management, client engagement, quality management and project metrics control
- Project coordination for yearlong complex projects with multiple workshops per week (of up-to 40 people) and several 1:1 interviews per week leading to a total of up to 800 interactions in 6 months

## INTERESTS AND HOBBIES

- Reading, writing, music (Violin and Piano) and travelling