

Contact

#28, 47 Hays Blvd, Oakville, Ontario,
L6H0J1, Canada
+12898854285 (Mobile)
abhaya.babbar@gmail.com

www.linkedin.com/in/abhayababbar
(LinkedIn)
www.abconiq.network (Blog)
digitexstore.com (Company)
tdfcafe.com (Company)

Top Skills

Business Development
Market Research
Management

Languages

English (Full Professional)
Hindi (Native or Bilingual)
German (Elementary)

Publications

ColorDoppler Magazine- Company
Coverage- September 2012

Abhaya Babbar

11 Yr Tech Sales, Account Mgt & Marketing Exp. Seeking career in
Corporate Strategy, Consulting & Product/Project Mgt
Toronto, Canada Area

Summary

Canada PR Holder ■ : +1 289 885 4285 ■ :
abhaya.babbar@gmail.com ■ DL Ontario: G2

Hi! I have lead businesses as a professional manager with a decade long experience in IT, Healthcare, F&B and Retail. I have closed cumulative sales of \$ 2.56 Million by 2018.

I am focused, persistent and results-driven MBA Graduate and have played an integral role in the development and implementation of high priority growth initiatives across company through business insights.

I have developed and gained in-depth experience on working in cross-cultural, fast paced environment by engaging in high level teamwork, problem solving, creative, systemic and analytics driven environment.

Career Brief:

Co1: DIGITEXMedical

- I have lead international alliances with Foreign OEMs, launched imported hi-technology products, managed projects, collaborated with bankers for project funding & ran E-com platforms- www.digitexstore.com and www.tdfcafe.com.
- I have exported & imported clinical products all these years. I have worked on Institutional, Govt., Corporate & Channel Sales for Cardiac, Anesthesia, Respiratory, Neonatal & OR Lighting products.

- I have worked with bankers, investors, employees & customers to create maximum value through my ventures here in India. Delivered sales of \$ 2.4 Million.

- Global outlook with strategic mindset.

Co2: DIGITEXFood

- Invested, Incorporated and Established- The Desserts Factory (www.tdfcafe.com) brand (An F&B Production & Distribution Co)with an aggregate investment of \$ 200,000.

- Installed 2000 SqFt Production Unit & 350 SqFt Retail Unit under 'The Desserts Factory' brand. Onboarded @zomato @swiggy @ubereats.

- Generated Annual Sales of \$ 160,000.

- Estb. Production & Retail Ops as per FSSAI, ISO9001, EN13485 QMS standards.

Co3: Birlasoft

- Member of Global PMO Office. Performed financial analysis for 100 projects across technologies and verticals in EU region to capture business insights for business forecasting.

Specialities-

- Ideation & Business Case Development
- Mkt Research & Stakeholder Analysis
- Business Planning & Tieups
- Business Funding, Finance MIS
- Licences & Approvals
- Product Launch & GTM Strategy
- Business & Product Development
- Sales Strategy & Execution
- Strategic Mgt
- Leadership Development
- Digital Marketing/Advertising
- E-Com, Cloud Net-CRM, ERP Automation

- Project Management

Experience

Teleperformance Canada

Digital Account Strategist (Client-Google)

November 2019 - Present

Toronto, Canada Area

Client- Google | Project- Google Ads Consulting to CA/US Agency Clients.

As Account Strategist with Google Canada, I manage >150 Google CA/US Advertising Agency Clients, consulting & growing their Google Ads ad-spent.

I undertake industry/market/account level research and share insights on campaign optimizations, technology trends, digital advertising and best practices recommended by Google Marketing Solutions.

I manage client relationships through solutions based consulting on their marketing budgets and campaigns, build rapport and provide technical consulting/analytics to meet their online advertising goals.

I execute account, campaign, adgroup, ad level data analysis and share insights & recommendations to clients for achieving maximum conversions, minimize cost/conversions and utilize allocated budgets. I use Data for historical analysis, performance planning, business forecasting including projections through Google machine learning.

DIGITEX FOOD SERVICES PVT. LTD.

Director @ Digitex Food Services Pvt Ltd

May 2017 - August 2019 (2 years 4 months)

Gurgaon, Haryana, India

Business Development, Marketing & Management at The Desserts Factory India (www.tdfcafe.com).

1. At TDF, I am currently implementing primary production systems, supply chain systems, financial reporting systems, HR compliance and SOP as per FSSAI and ISO quality system standards.
2. I lead company E-commerce platforms, digital platforms and execute paid/unpaid campaigns on Zomato, Swiggy, Foodpanda, Ubereats and FB.

3. I lead negotiations for all capital purchases, lease contracts, bank financing and working capital. All statutory and legal licence paper work is done by me such as Labor Licence, MCG Licence, FSSAI and GST.
4. In last 6 months, at TDF, we have doubled our production capacity for complete range of products by moving to a 2000 sqft factory and built first retail outlet measuring 350sqft in Gurgaon.
5. I plan and execute paid/unpaid campaigns on Facebook and Instagram handles of the company.

DIGITEXMedical

8 years 11 months

Addn. Director @ Digitex Medical Systems Pvt Ltd

September 2015 - August 2019 (4 years)

New Delhi

1. > 10 Years progressive experience in Import, Marketing and Distribution of Healthcare Products & Services.
2. Work includes Business Development (Institutional, Corporate, Channel), Business Management, Branding, Research & Consulting.
3. In BD, I have worked on Direct, Channel & Online Sales selling Hi-end Healthcare products to Govt./Corporate Hospitals & Distribution Network. In BM, I have worked on Marketing including Co. Branding, Magento eCommerce, B2B Network Marketing, Digital Media, Print Publications and Events.
4. Extensive hands-on experience on dealing with PMCC range of products in Multi-speciality hospital environment including High acuity Patient Monitoring Devices, Biphasic Defibrillators, Pulse Oximeter, ECG Machines, ABPM, ECG Holters, Major OT Lighting, Examination Lights, Fetal Monitors, CTG and more. Provided product demonstrations and trainings in clinical environment for complete range of products.
5. I had hands-on experience on business development including revenue and p&I mgt for classified products. This included institutional sales, channel sales and ecommerce market operations for cardiology, anesthesia, obs-gynae, respiration, hospital lighting and OR products.
6. I have worked on business excellence initiatives by getting ISO 9001-2008, EN ISO13485:2012 and OBL CE Product Certifications for company and its products.
7. I have worked on product launches by getting International Partnerships with OEMs from Europe-UK, Germany, Turkey and Asia Pacific- Japan, China & Korea. Traveled and executed projects in Middle East, Singapore, Hong

Kong, China and Srilanka. Exported products to Saudi Arabia, Singapore and Dubai.

8. I have handled major accounts such as Max Healthcare, Sir Gangaram Hospitals, AIIMS, PGIMER, Safdarjang Hospital, HSCC, PGI Rohtak etc.

9. I have identified and on-boarded channel partners in UP, Haryana, Rajasthan and J&K for the company over the past five years.

BDM-Channel Sales

October 2010 - September 2015 (5 years)

New Delhi Area, India

Business Development & Project Execution

Achievements:

1. Executed projects worth INR 12.5 Crores in last few years.
2. Obtained regional distributorships with Omron Japan, Waldmann Germany and Etkins Turkey.
3. Executed Max Hospital Mobile Telemetry System, Dickoya Hospital (Srilanka) Installations and Crisis Management at AIIMS, Delhi and PGIMER, Chandigarh.
4. Collaborated and Negotiated with Bankers for Working Capital. Received INR 1 Crore as LC Limit and INR 50 Lakh as Bank Guarantee Limit in FY 2013-14.
5. Implemented ISO 9001-2008 and EN ISO 13485-2012 QMS in the company.
6. Designed & launched- www.digitexmedical.com | www.digitexstore.com | blog.digitexmedical.com
7. Independently organized 1 day event at Hotel Le Meridien, Windsor Place, New Delhi to commemorate 20 Years Business Partnership between DIGITEXMedical and Philips Healthcare India with a gathering of 200 delegates.

Birlasoft

Senior Executive- Financial Analysis in Enterprise Services Group (Global Project Management Office)

December 2009 - November 2010 (1 year)

Financial Modeling & Analysis, Revenue Forecasting & Budgeting, Global Project Management, Process Re-engineering, Operational Excellence and Quality Management.

Achievements:

1. Member of Global Business Excellence Team handling Financial Modeling. Worked as Business Financial Controller (Revenue Side) and reporting to

Birlasoft CFO/CDO in monthly presentations. Monitored 100 projects on monthly basis.

2. Published Birlasoft Monthly Board Communiqué's single handedly- Functional MIS.
3. Coordinated with Geo-Finance teams based in Australia and UK for Business Intelligence.
4. Communicated and collaborated with Tech Leads, Account Managers, Project Managers, Finance Heads & PMO Office for requirement gathering, data, and analysis. Published revenue data to Tower Heads and CXO Board for review and forecasting.
5. Initiated System Overhaul and developed Effective Reporting Systems- R2M Tool.
6. Successfully completed BIRLASOFT SIX SIGMA- Yellow Belt Training Modules in Statistical Process Control with 84% aggregate score.
7. Received 100% Performance Incentive with 'BEST' category rating and Internal Rating -5/5.

Milagrow Business and Knowledge Solutions

Management Consultant- Corporate & MNC

May 2007 - January 2008 (9 months)

Industry Research & Client Delivery. Handled clients LG Life Sciences, Maharaja Whiteline, Sight & Sound India, Happily Unmarried executing market research and operational excellence.

Achievements:

1. Executed market research for Maharaja Whiteline by obtaining channel feedback on company products and policies in Western UP and Delhi.
2. Executed advisory deployment for Accounts & Finance department at Sight & Sound India & LG Life Sciences. Provided Logistics Systems for Happily Unmarried distribution management.
3. Published multiple service-level agreements (SLA) for clients like Amaron Batteries and Maharaja Whiteline.

Indiabulls Ventures Limited

ARM Internship

May 2006 - July 2006 (3 months)

Client Acquisition, Investment Advisory & Portfolio Monitoring.

Achievements:

Received Pre-placement Offer from Campus while executing project.

Lufthansa Cargo

Summer Intern

May 2004 - July 2004 (3 months)

Stakeholder analysis to implement RAR Regime and C-TPAT at IGI Airport, New Delhi.

Achievements:

Certificate of Appreciation received from District Manager, Lufthansa Cargo AG.

Education

Institute of Project Management

PMP, Project Management (Pursuing) · (2019 - 2020)

Amity University Delhi

4 1/2 Yr. Integrated MBA-BBA | WES Canada Certified Masters, International Business & Marketing · (2002 - 2007)

Birlasoft

Six Sigma- Yellow Belt, Statistical Process Control · (2010 - 2010)

Google Ads Search Certification

e-Certificate, Search Ads · (2019 - 2019)

Google Ads Advance Analytics

Advance Google Analytics Certificate, E-Commerce/Electronic Commerce · (2019 - 2019)