

Digital | Sales | Operations

An Energetic Professional with 16 years of Operational Experience, Digital Transformation & Sales

Managed sizable online channel sales budgets for consumer acquisition, channel promotions & vendor management | Hired, developed & managed large ground operation team sizes (100+ Personnel) in various different roles (10+ years) | Developed & grew BlackBerry in southern India by >300% to USD \$ 40 Million | Lead new service line of Mobility Infrastructure Solutions for IBM India | MTS India, youngest Assistant Director @ 27 Years | Excellent in Management Operations, Analysis, Synergising with other verticals & Competition Tracking | Well Versed with Cutting Edge Technology Products, Services & Solutions | Lead WorkPlace Digital Transformation with BlackBerry Enterprise Solutions

Career Experience

Orient Electric (New Delhi, India)

Sr. Sales Operations and Digitisation Manager - **Consumer Luminaries** Jun'25 - Present

- Lead and manage the end-to-end sales operations process for Lighting BU,, ensuring accurate, sales forecasting, and target tracking.
- Develop and monitor KPIs for revenue, distribution reach, market share, and channel performance
- Standardize pricing, discount, and trade promotion frameworks across markets
- Spearhead digitization of order management, sales reporting, and incentive payout systems
- Collaborate with IT and digital teams to deliver automation and AI-driven solutions for sales planning and operations.

Sr. National Operations Manager - **SCM**

Apr'23 - Jun'25

- Act as Operational and Financial control tower for 30+ warehouses across India (1 Million Sq.Ft under management)
- E-commerce & Q-commerce operational standards, 8 FBA Locations, Seller Flex & FBA seller badge, ATS integration & Self Shipments.
- Vendor management for 100 partners, Agencies, CNFs, Transportation, Landlords, and other service providers
- Manage annualized spend of USD 15 Million & Managing Team of 550+ Personnel (on and Off Role) employees
- 4K+ Monthly Clients Serviced - Institution, Govt and Corporate with 41K monthly Truck Deliveries

Manager - Digital Business | **D2C / Marketplace (Operations & Fulfillment)**

Dec'21 - Apr'23

- Launched D2C Business with centralized OMS (Order Management System) for multiple online channels Amazon, Flipkart, Jio & Tata
- Managed Warehouse fulfillment and operations contributing to 2k - 3k monthly orders from inception.
- Growing at 10-15% monthly with enhanced SKU footprint and new launches at various price bands
- Generated approx. Euro 500K since inception in Dec'21, growing 10-15% Month -On- Month Basis

OLA Cabs (Gurgaon, India)

Sep'18 - Aug'19

Senior Manager - **Sales & Operations | Ola Electric Mobility**

- Helped develop consumer last mile pricing strategy & Go To Market program for electric mobility for 2 wheels & 3 wheels
- Pilot 200 KVA Battery swapping station in Gurgaon managing with a fleet of 200 EV (3 Wheelers) vehicles running commercially
- Sourced local EV OEMs for vehicle retrofitment, adaption of Ola battery swap tech for further distribution in vehicle owners community
- Developed 100+ local drivers/owners to transition to new Li-ion battery technology and retrofit their EVs, migrating from Lead Acid
- Representing OLA for Urban Mobility Lab by Rocky Mountain Institute to collaborate with Govt of New Delhi, EV OEMs and Utility companies for developing Initial draft of Govt EV Policy.(2019 / Niti Ayog)
- Using Vehicular telematics data analysis & to fine tune fleet's operational management (Driving behaviors, Temperature impact, Rids/Swap)

Senior Project Manager - **Operations & Content | FoodPanda India - 5 Months OLA Project**

- Lead Food Photography Projects covering 5000+ restaurants (50K SKUs) for content presentation & enrichment
- Scaled up 5 Business Critical Processes with over 300+ resources within 3 months - New Vendor, Zendesk, Campaign, Photo-ops, Projects
- Maintain accuracy for over 15 Million SKUs and 100K restaurants and hotels vendors across india
- Developed 'Quality Standard' guidelines to enable web and app content hygiene, keeping <8hrs SLAs
- Managed team on 376 resources to service internal departments and external vendors.

Gocrafty India (Bangalore, India)

Jan'17 - Oct'18

Co-Founder - **Digital GTM & Operations**

- Designed End to End architecture for Gocrafty India (Ecommerce / On-line Marketplace for Art and Crafts) IT ecosystem for Web & Mobility.
- Developed as a social empowerment tool for all artisans with ease of listing & direct to consumer sale (Cutting layers of Middlemen) with a highly agile, secure & flexible IT landscape.
- Ability to enroll, enlist and sell live within minutes for artisans with scalable platform design.
- Setting up ground operations for Artisans Onboarding Specialists (Bangalore) & Development Team(Chandigarh).

IBM - Global Technology Services (Gurgaon, India)**Manager | Mobility Infrastructure Services**

Sep'15 - Jan'17

- Develop and Sell Asset Management, Mobility, Cloud & IOT offerings to Mid Markets and Growth Accounts.
- End user support management with service desks for largest client case of 18000 users in 17 locations in India
- Supporting P&L Leadership in business analytics/insights for Departmental Operational & Sales Review (Monthly meetings)
- Engage with new IBM Mobility Offerings to over 3000 accounts across Northern & Eastern India.
- IT Landscaping and Deployment Services for supporting Startup Ecosystem to Established Large User Base Ecosystem.
- Developed USD \$8 Million of price-cables and bids within 11 months of operations.

MTS, India (SSTL) (Bangalore, India)**Asst. Director | Head – Smartphones Division**

Nov'11- Mar'15

- Smartphone Channel Sales, Marketing & Distribution Telco in India with over 2 million + Active Voice, Data & Smartphone subscribers.
- Managed Subscriber Acquisition spend budget of over USD 1 million
- Developed Templates & Extensive KPI reporting format for Circle CEO for WOR & MOR (Weekly/Monthly Oper. Reviews by Group Board)
- Set up Smartphone Distribution Network & Strategy across Multiple Channels, Mass Retail, MTS Branded Stores, Enterprise & MBOs.
- Managing Smartphone division with frontline support of 10 Zonal Heads, 84 Area Managers & 70 In-Store Promoters.
- Q1 2013 – Winner of Smartphone Legion award for Best National Performance.
- Youngest Asst Director at 27 Years

BlackBerry (Bangalore, India)**Channel Manager | South India**

Jun'10 - Nov'11

- Grew business from USD 15 Million in FY 9-10 to USD 41 Million for FY 10-11
- BlackBerry Sales in South by 300% over FY 9-10 Selling over 100K HHUs (Hand-Held Units)
- Developers Sales and Marketing teams (100+ Promoters & Managers) for on ground activations and customer acquisition activities
- Managed marketing and channel sales budgets Exceeding 750K/Year
- Responsible for all Channel Sales for south region, down to POS (retailer management)
- Maintaining distribution partners and retailers profitability, hygiene and growth MOM basis

Jumbo Electronics (Dubai, UAE) Campus Placement**Asst. Manager | Corporate Business Division**

Jun'07- Jun'10

- Exceeded annual target FY 10-11 USD 1 Million within the first 4 months of the year
- Revised USD 1.5 Million target within 10 months for the financial year 2009-2010 Closing year at USD 2.1 Million
- Continuously exceeded top line targets with 100% and 150% for the financial years 2008-09 and 2009-10 respectively
- Responsible for UAE as a complete region for sales of electronics across all verticals
- Responsible for sale of premium brands including Sony, Dometic, Ricoh and HP (IPG and PSG)

EDUCATIONMasters in Business Administration (MBA) | **Indian Institute of Planning and Management, Delhi**

May'07

Bachelors of Commerce (B.Com) **Kirori Mal College, University of Delhi**

May'05

IT SKILLS

High Proficiency in Microsoft Office, Spreadsheets, PowerPoint, Deep Web & Social Media Skills, Graphic Designing and Writing Skills.
Familiarity with large ERP/POS Systems, Exceptional Computer & Smartphone Skills

INTERESTS

Reading, Tennis, Sci-Fi & Future Tech, Connecting the Dots- Macro Economic Trends, Running, Traveling, Science & Spirituality, Renewable & Sustainable Energy, Music & Guitar

DOB

03 Nov 1983