

**Professional Summary**

A systems & process excellence professional with 16+ yrs of experience in technology & operations across Fashion & FMCG verticals in e-commerce, modern retail, general trade & Supply Chain.

**Career Summary**

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**Company** : Skechers South Asia Pvt. Ltd., Mumbai Nov 2022 – Till Now

**Designation** : **Senior Manager - IT (Enterprise Applications)**

Skechers USA, Inc. is one of the fastest growing footwear brands in India. It has recently inaugurated its National Distribution Center covering 0.65 ms sq ft in Navi Mumbai.

**Role:** Managing the development & rollout of Business Enterprise Applications. Includes the inhouse ERP system (Garpac), TMS, ServiceNow etc. Reporting to Senior GM – Skechers India IT.

- Lead in-house ERP (Garpac) & TMS integration with Manhattan WMS, Omni Channel System (eRetail) along with other stakeholders required for Skechers new 0.65 million sq ft warehouse.
- To understand business requirement, solutioning and gap analysis based on system feasibility, work in close collaboration with technical architect and offshore development team, process optimization, prioritization of critical tasks, create Project Plans and deliver on desired outcome, full accountability for project results.
- Managed project risks, issues, and changes
- Understanding changing business needs and providing solutions.
- Implemented Requirement Catalogues for ServiceNow and am the lead from the India Team

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**Company** : Sugar Cosmetics (Vellvette Lifestyle Pvt. Ltd.) Dec 2021 – Nov 2022

**Designation** : **Senior Manager - Operations (Systems & Processes)**

Sugar Cosmetics is possibly the fastest-growing beauty brand in India. Established in 2015, it generated a revenue of ~240 cr in 2021-22 and is on track to achieve ~500 cr in 23-24. It last raised 388 crores (\$50 mn) in Series D round in May 2022.

**Role:** Heading the 'Systems' function within the organisation. Responsible for setting processes & driving technology related to warehouse & operations – incl ERP, WMS, integration with other applications. Reporting to the VP – Operations & Supply Chain.

- Defined & documented several process corrections & improvements across warehouse functions (Inward of Fresh & sales returned merchandise, putaway, picking, packing, invoicing, dispatch, cycle counting), trained the team and regularly audited compliance to improve dispatch fill rate from ~70% to 99.95%.
- Led the development of several improvements (big & small) in the ERP (Oracle NetSuite) to reduce order processing lead time (from 7+ days to 1 day), to improve data security & warehouse productivity by incorporating necessary data & process validations, taking re-distributing rights based on roles, getting several reports developed & automated.
- Conceived, designed & implemented the upgradation of SKU & Customer master to be able to handle multiple MRPs, incorporate a hierarchy for richer data analysis, cleaner & more reliable accounting of revenues & expenses, reduce the possibility of incorrect HSN classification for smoother IRN generation.
- Played a critical role in automating the process of order flow from the Sales Force Automation App (M-Assist) to the ERP (NetSuite) - designing, testing, reviewing & approving the end-to-end process flow.
- Am a part of the core team of 3 people (incl VP-SCM & CTO) to critically evaluate & finalise the WMS to be implemented – keeping in mind the organisation's complex operational needs and rapidly increasing size.
- Assisting the Warehouse & operations teams with several day to day systemic & operational issues to streamline operations

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**Company** : Leanbox Logistics Solutions Pvt. Ltd., Mumbai May 2019 - July 2020

**Designation** : **Manager - Operations (Program Manager)**

Leanbox is a 4-year-old start-up focussed on reinventing the last mile delivery of FMCG.

**Role:** Spearheaded the on-site operation of the 'Direct to Retail' distribution project for Lakme (HUL) in Mumbai – a key, 'one of a kind' joint initiative with HUL to deliver retailer orders from GT on time (next working day), with higher fill rates, 100% stock accuracy, lower overall cost.

- Conceived, developed & implemented Google Sheets-based tools to leverage QR Codes to automate C&F warehouse operations for approx. 800 cosmetics SKUs (1250 at SKU-PKM level excluding testers) serving 3,500+ Retail outlets across Mumbai Metro Region.

This system (combination of process + tech tool) simplified an otherwise extremely difficult & inefficient process. It was later incorporated into our in-house OMS. Further, HUL has now asked its 3PL partners to take it up as a case study to cascade this design to the bigger depot operations at other locations.

- Played a key role in the design & development of in-house WMS (Warehouse Mgmt System) as the Power User. Defined the scope, provided key functional inputs, identified gaps & challenges, tested incremental roll outs, got reports developed and corrected, trained the team on incremental features with every new release, till the product was stable and met the needs of the operation.
- Liaised with the SCM & Warehousing Ops teams to discuss & implement process & systemic changes and improvements.
- Recruited the warehouse operations team from the ground up for a two-shift operation, trained them on the systems (SAP, In-house OMS & WMS) and processes, set productivity benchmarks, and helped the team achieve them by working closely with them to make changes in work flows wherever required.
- Profitably scaled up the project from a throughput capacity of 1.5 cr/month to 8.5 cr/month to be able to serve the entire Mumbai Metro Region (Mumbai, Thane, Navi Mumbai).

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**Company** : **Eezyrent Services India Pvt. Ltd., Mumbai**

Aug 2013 – Dec 2018

**Designation** : **Co-founder & Director (Head of Operations)**

Co-Founded eezyrent.com - a broker-free property rent utility for rental search & leave and license agreement registration. Served 1,00,000+ customers, achieved a revenue run rate of 10 lacs/month & successfully achieved profitability.

- Conceived, designed the company's eezyrent website, backend processes from Inception to Production to ensure good customer experience combined with high reliability in service delivery.
- Built an organization from scratch (recruited, trained, supervised staff) to manage listing & customer support of over 500 properties, requirements per day and over 50 registrations per day.
- Implemented the matching algorithm for customers to receive automatically highly accurate matches of property & requirement instantly, from over 10,000 live listings.
- Built the complete end-to-end online system to manage the transaction of agreement registration to provide transparency to the customer & complete accountability at the back end at each step.
- Scaled up operations up to 1500 registrations/month with a team of 15 on-site & field executives.
- Managed the company P&L.

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**Company** : **ETP International Pvt. Ltd., Mumbai**

Apr 2012 – July 2013

**Designation** : **Business Consultant (Retail)**

**Countries** : Indonesia, Australia

- Gathered business requirements, understood the client's legacy business processes & reporting systems, identify gaps & suggest required changes as per standard practice across industry to achieve better ROI.
- Drafted business process blueprint, and preparing module-wise Functional Specifications document, Systems design/ requirements specification for translation into a detailed design document.
- Helped enhance the architecture of the ETP Planner & Analytics product to align it with customers' needs, industry trends and technologies. Helped document the Change Request, Testing & rollout in Production.
- Simulate process flows and performing User Acceptance Testing (UAT), paying attention to versioning and transition from Development to Test environment and thereafter finally to Production.

- Conduct end-user training, take the product live & provide post Go-Live support.
  - Co-ordinate with Internal and external stakeholders of projects
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**FUTURE GROUP: February 2007 – March 2012**

**Company** : **FSC Brand Distribution Services Ltd (Future Group)**, Mumbai Apr 2010 – Mar 2012

**Designation** : **Assistant Manager – Brand Key Account Manager**

- Managed two accounts - Bikaji, Capital Foods. Maintained optimum inventory keep all parameters in mind, to maximize fill rates & sale at over 150 modern retail outlets across India.
  - SAP Power user in charge of ERP implementation for category mgmt, MIS, SCM & operations. Maintained master data (prices, MRP, taxes) in ERP (SAP) for given set of brands as per current promotions.
  - Expanded brand mapping at various MT retailers across India to enhance product reach and managed new product launches to achieve business targets.
  - Optimized distribution loads to ensure timely delivery of merchandise to retailer along with effective vehicle utilization for optimum cost of distribution.
  - Maintained commercials with brands in terms of CN/DN & various monthly promotions.
  - As a Key Account Manager, managed brands with optimum inventory levels & the right mix to maximise RoCE. Also ensured availability of right merchandise, at right location & at right time.
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**Company** : **Fashion Global Retail Ltd. (Future Group)**, Mumbai Feb 2007 – Mar 2010

**Designation** : **Managed multiple responsibilities – Central MIS, Merchandising, Buying**

- Planned product range, prepared sales & stock plans, replenished stores as per capacity & customer profile, maintained optimum stock cover.
- Analyzed business data, discussed with mgmt. & initiated necessary steps to improve performance.
- Designed & implemented the Reverse Logistics process for the major apparel formats within Future Group (Pantaloons, Big Bazaar) under the guidance of the Merchandising Head.
- Designed & managed the MIS to ensure timely reports for faster & better decision making. Included tracking RoCE (return on Capital Employed), calculating the OTB (Open to Buy)
- Developed range plan for each season for different grades of stores - existing & upcoming.
- Managed the complete cycle from raising the PO to display of merchandise at the retail outlets.
- Tightly monitored sales & margins at each store to achieve targets without margin leakage. Vendor Development & Mgmt to continuously improve the price-quality ratio.

Worked as sampling head & merchandiser in export houses of Noida & Mumbai from Jan '05 to Feb '07

**EDUCATION / CERTIFICATIONS**

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- Lean Six Sigma White Belt - The Council for Six Sigma Certification (CSSC). Currently studying for Green Belt Certification.
- MSc in Textiles (Textiles and Clothing) - S.N.D.T. University, Mumbai
- BSc in Textiles (Textiles and Clothing) - Delhi University, Delhi