

## Strategic Planning ▪ Business Development ▪ Vendor Relationship ▪ Team Leadership

*A versatile professional with 12 years' of experience in Retail, E-commerce and Services focused on Strategic planning, Business Profitability, Supplier development, E-procurement & Process improvement. Defined strategies and plans that drive the business bottom-line. Strong analytical skills with ability to identify business opportunities.*

### Core Competencies:

▪ Process Improvement	▪ Project Management	▪ Training & Development
▪ E-Procurement	▪ Supplier Development	▪ Innovative Development

### ACHIEVEMENTS

- DreamSmith recognized as one of the top 10 growing event companies in year 2019
- Recognition of DreamSmith's destination weddings on international platform on various blogs & magazines.
- Business Venture, [www.planforevents.com](http://www.planforevents.com), received finale entry in Best Idea competition organized by Hausle Ki Udaan, ABP News and Hayward's.
- Honored as a guest speaker in Delhi University.
- Recognized by Walmart Asia CEO and Walmart Asia CFO for the contribution to the business.
- Exceed expectations and role model rating in 3 consecutive years in Walmart India.
- Recognized for supporting trainings Pan India and formalizing database management in Walmart India.
- Recognized as Bull's eye for getting desired results successfully in Max New York life Insurance.

### CAREER SYNOPSIS – ENTREPRENEURIAL JOURNEY

#### DIRECTORIAL RESPONSIBILITIES

- Set up the business budgets, P&L, develop & execute strategies and plans for the launch of business from scratch.
- Management of operations, sales and accountable for Revenue & Margin.
- Vendor negotiation, contract negotiation, budgeting, planning, purchasing and product selection.
- Effectively interview, hire, train, schedule, direct, and evaluate team members.
- Apply communication skills toward diplomatically addressing, troubleshooting and resolving customer issues.
- Hiring and managing team of Engineers, SEO Managers, Creative Designer, and Vendor Managers.
- Develop business plan through tactical execution of plans and strategies & generating funds for the company.

#### PLAN FOR EVENTS ([WWW.PLANFOREVENTS.COM](http://WWW.PLANFOREVENTS.COM))

FEB 2015-SEP 2017

#### FOUNDER & CEO

TEAM SIZE - 16

Launched e-commerce platform for event management services/products, one stop solution, solving the problem of high cost to consumer and helping generate more revenue for end vendors.

- Curated online portal with completely automated front and backend panel which included product / Service updation, order placement, Inventory management, Item file, reporting etc.

#### PARTY CENTRAL ([WWW.THEPARTYCENTRAL.IN](http://WWW.THEPARTYCENTRAL.IN))

SEP 2017-PRESENT

#### FOUNDER & CEO

TEAM SIZE - 5

- Successfully started two retail stores(Gurgaon & Agra), consistently generating monthly breakeven sales with annual sales of INR 26.47 Lacs along with 75% gross profit & 1.2% net profit in its second year.
- Designed the backend panel comprising of Inventory control, Bar-coding, Auditing, Invoice generation and automated report generation.

#### AARACLE SOLUTIONS PVT. LTD

AUG 2014-PRESENT

#### FOUNDER & CEO

TEAM SIZE - 12

Dealt in various industrial export project & domestic events. Successfully drove the export business and formed a substantial base of events under brand name "**DreamSmith**" in both Social and Corporate sector, major clients include American Express, State Bank of India, BNY Mellon, V Mart, Amazon, Raheja, Microtek, Smaaash, Walmart.

- Generated Revenue of INR 1.5 Cr in 2018-19 with Gross Margin of 40% & Net margin of 15%.
- Instrumental in management, process formation, integration & operations along with the core team.

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**CAREER SYNOPSIS – CORPORATE JOURNEY**


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**Walmart India****JUN 2010 – JUL 2014****SUPPLIER DEVELOPMENT / SUPPLY CHAIN****TEAM SIZE - 4**

Country lead for managing supplier development and its different verticals: Global Supplier development, e-auction, supply chain, vendor development (Training, Helpdesk, events), compliances & Women Economic Development.

- **Global Supplier Development –**
  - India Lead for global business relationship of Walmart with key Global and National Suppliers like Unilever, P&G, Coca Cola, PepsiCo, Nestle, Godrej, ITC etc.
  - Conduct Joint Business Planning with Suppliers and grow business relation to a strategic level.
  - Lead Top to Top meetings and establish strategic connect points between the organizations.
  - Improve Business engagement, Service levels and Profitability of suppliers.
- **GFR Online Sourcing** (e-Auction)
  - Laid the processes basis Procurement/supply chain opportunities, commodity index and hidden margins to help generated sustainable margin year on year. Reported 4 Cr of net margins through this process.
  - Conducting Factory audits, Quality testing & product value proposition analysis.
  - Product specification standardization & Pre auction negotiations.
  - Managing Supply chain & replenishment for the auction products.
- **Supplier Development**
  - Designing & managing events, training & training modules for vendors.
  - Process formation for all vendor queries with automated routing facility.
  - Designing Software & laying the roadmap for developing various functionalities in pre-existing system.
  - Country lead for conducting survey to make supplier aware about their current situation basis KPI's
  - Managing processes for vendor related compliance, creating policies for tracking on compliance, covering government & safety aspects under the portfolio.
- **Women Economic Empowerment**
  - Formation of processes to develop women suppliers and empower them financially.
  - Managing Supply Chain & trainings to increase profitability of women suppliers.

**DLF Pramerica Life Insurance****DEC 2009- JUN 2010****PROCESS PLANNING AND VENDOR TRAINING****TEAM SIZE - 2**

- Forming process and policies for the out sourced staff in operations.
- Training & tracking performance of outsourced team on various company defined parameters.

**Max New York Life Insurance****NOV 2008- DEC 2009****OPERATIONS****TEAM SIZE - 15**

- Handling customer queries and making financial and non-financial transactions.
- Training & Managing team for Reinstatement and other financial transaction process.

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**EDUCATION AND PROFESSIONAL DEVELOPMENT**


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**Education****BACHELOR IN HOTEL MANAGEMENT**—Uttar Pradesh Technical University

2004-2008

Intermediate – St. John's School

2002-2003

High School – St. John's School

2000-2001

**Training Certifications**

- Food Safety, Asset protection, Train the Trainer, Managerial Excellence program, Merchandising leadership