



# Anurag Rakshit

E-Mail: [x25anurag@iima.ac.in](mailto:x25anurag@iima.ac.in) Mobile: +91 9647519882 LinkedIn: [www.linkedin.com/in/anurag-rakshit/](http://www.linkedin.com/in/anurag-rakshit/)

## Summary

Strategic leader with 9 years of experience at Amazon, specializing in fraud prevention, global team leadership and program delivery. Proven track record in business transformation, driving automation initiatives, and leading change management, with a strong focus on operational efficiency and customer experience.

## Professional Experience

### Manager - Risk | Amazon | Bengaluru

- **Designed fraud prevention logic** by analysing seller behavioural data, and partnered with the Program team on rule integration, **intercepting \$5M worth of counterfeit inventory** from entering Amazon's logistics network.
- **Enhanced seller experience and operational efficiency** by reducing Contacts per Seller (CPS) by 32% within two months through **contact page UI redesign** and implementation of **targeted spam control rules**.
- **Revamped seller video verification process** by streamlining supply chain and identity checks and introducing governance reviews, resulting in **38% improvement in Average Handling Time (AHT)** and enhanced risk detection.

### Manager - Investigations | Amazon | Bengaluru

- **Spearheaded the launch of a new workstream** by establishing intake workflows, training programs, and governance metrics, and managing an **18-member team across India and Costa Rica** to execute strategic seller assessments and escalations.
- **Led quality management for 400+ employees** at the Bangalore site, improving **decision accuracy by 14%** and boosting **automation effectiveness by 12%** through automation error analysis and **collaboration with the Product team** to address root causes.
- **Planned and executed the launch of Photon**, an automation enhancement tool, by leading **automation opportunity mapping**, **system accuracy validation**, and **change management** during deployment, achieving **27% adoption in 6 weeks**, surpassing the target by 2%.
- **Drove cross-skilling initiative** across 8 workstreams, enabling 60% of the workforce to operate across multiple domains, **boosting utilization by 7%** and expanding **annual operational capacity by 42,000** labour hours.
- Prevented erroneous drop-shipper account deactivations by **implementing a secondary review process** and **formalizing guidelines**, avoiding 24 incorrect closures and **preserving \$1.2M in revenue**.
- **Launched Nurture**, an employee development program featuring hands-on projects, leadership training, and coaching, enabling **career advancement for 34 employees** in 2023-24, **reducing promotion timelines by 21%**, and improving job satisfaction scores.

### Workforce Analyst | Amazon | Bengaluru

- **Cleared a backlog of 24,000 customer contacts** within 6 weeks by implementing **contact grouping strategies** based on contact attributes and customer profiles, **saving \$110K in overtime costs** and **offsetting the effort of 22 FTEs**.
- **Improved service level compliance by 36%** for ring-fenced workstreams through **systematic triage**, **implementation of automated alerts** in partnership with Analytics, and optimized workforce scheduling to resolve persistent breaches.

### Sr. Investigation Specialist | Amazon | Bengaluru

- **Developed precision quality metrics**, including false positive and negative rates, in partnership with Analytics, enabling deeper analysis of decision impact on brands and sellers across Amazon.
- **Created training and ramp-up curriculum** in collaboration with the L&D team, **reducing ramp-up time by 30%** and **new hire defect contribution by 25%**, and successfully used it to train externally hired managers through the *Flip Me* program.
- **Led a Kaizen project**, owning root cause analysis and stakeholder coordination to implement 10 process and product improvements, **reducing false positives by 21% within eight weeks**.

### Transaction Risk Investigator | Amazon | Bengaluru

- **Trained and mentored 21 new hires** on Intellectual Property (IP) notice evaluation.
- **Investigated complex escalations**, conducted root cause analyses to reduce repeat issues, and supported the Business team in addressing IP law violations on the Amazon platform.

## Education

B.Tech (Mechanical Engineering) – Dr. Sudhir Chandra Sur Degree Engineering College, Kolkata | India 2011 – 2015

## Accomplishments

- Received Amazon's Special Recognition Award twice - in 2019 for launching Quality Precision Metrics, and in 2023 for launching a new workstream and fostering team development.
- Awarded a Certificate of Appreciation in 2023 for supporting the launch of Photon, a key backend automation tool.

## Certifications

Lean Six Sigma Certification – Green Belt, KPMG

**2025**

Post Graduate Certification in Foundations of Data Science, IIITB (UpGrad)

**2020**

## Extra-Curriculars

- Contributed to the 2023 Managers' Summit by preparing the annual performance report and facilitating discussions on the strategic roadmap for Amazon's Trustworthy Shopping Experience function.