



Summary

Business professional with 7+ years of experience spanning business development, analytics, technology, and entrepreneurship. Brings the perspective of having worked both within established organizations and as an owner responsible for business outcomes, developing a strong understanding of the strategic choices and execution trade-offs that shape performance. Combines analytical rigor, commercial acumen, and entrepreneurial ownership to approach complex and ambiguous business challenges, translate insights into actionable decisions, and drive outcomes across functions.

Professional Experience

7 years 2 months

Founder | Business Strategy & Operations

- **Built and launched a 3,000 sq. ft. restaurant from scratch in 90 days**, driving market assessment, concept validation, location selection, business planning, vendor ecosystem and workforce setup.
- **Navigated a critical early-stage disruption after a sudden loss of the operating team and sharp decline in footfall**, personally taking ownership of business development, customer acquisition and local-market outreach to stabilize the venture.
- **Rebuilt demand through a hands-on, zero-agency marketing approach**, personally engaging with offices, businesses, banks and local communities to generate new customer channels and drive repeat business by **30%**.
- **Re-engineered operations and workflows across 20+ employees**, introducing SOPs and accountability mechanisms that improved service efficiency by **25%** and customer satisfaction by **40%**.
- **Built data-driven demand forecasting and inventory systems** to address wastage and working-capital pressure, reducing waste by **20%** and improving profitability by **15%**.
- **Used customer and transaction analytics to optimize pricing and promotions**, increasing average transaction value by **12%**, while negotiating supplier partnerships that reduced procurement costs by **10%**.
- Owned end-to-end P&L, cash flow and working capital, balancing growth initiatives with financial constraints to build a stable and scalable operating model

Associate | HCL Technologies | Noida

- **Managed business and technology stakeholders** across GWS, GCP and Looker initiatives, translating business requirements into actionable BRDs/FRDs and ensuring alignment across client, business and technical teams.
- **Engaged with EMEA/AMER clients to understand business requirements and evaluate solution alternatives**, contributing to informed decision-making and reducing change-request related delays by **20%**.
- **Partnered with stakeholders to define reporting and analytical requirements**, translating business needs into structured data and reporting solutions.
- **Supported project-level commercial decision-making** through pricing and discount analysis, ensuring adherence to governance and approval frameworks.
- **Coordinated cross-functional Agile delivery** across business and technology teams, facilitating sprint planning and backlog prioritization through DevOps and contributing to a **15% reduction in delivery timelines**.
- **Recognized through nomination for the Quarterly Best Employee Award** for effective project execution, stakeholder management and cross-functional coordination.

Assistant Marketing Manager | N.S. Engineering Projects Pvt Ltd | Kolkata

- Managed strategic B2B relationships with marquee clients including **L&T, Indian Oil, and Indian Railways**, ensuring alignment between client requirements and business objectives.
- **Led end-to-end business development** across industrial infrastructure product lines, including high-mast lighting systems, safety barriers, and customized engineering solutions.
- **Conducted market intelligence and competitor analysis** to identify customer needs, industry trends, and emerging business opportunities, supporting growth strategy formulation.
- Contributed to securing long-term contracts worth approximately **₹5 crore** through client engagement and solution-oriented selling.
- Coordinated with production, procurement, and logistics teams to ensure timely execution of client orders and project commitments.
- Acted as the primary interface between clients and stakeholders, improving communication efficiency and resolution timeline by **30%**.
- Spearheaded integrated marketing initiatives and represented the organization at major industry exhibitions, strengthening brand visibility and generating a **25% increase in qualified leads**.

Education

Degree – B.Com, Ramanujan College, University of Delhi (2015–2018)

Accomplishments and Awards

- Received Leadership Award for driving business growth, client acquisition, and team leadership. N.S. Engineering Projects
- Recognition – Nominated for Quarterly Best Employee Award at HCL Technologies.

License & Certifications

- Global Masters Certification in Business Analytics – Michigan State University
- Executive Programme in Investment Banking and Capital Markets – IIM Calcutta
- French Certification – St. Stephens, Delhi University

Co/Extra-curricular

Member, Placement Cell, Ramanujan College, supporting campus recruitment coordination and employer engagement activities

Member, Equal Opportunity Cell, Ramanujan College, contributing to engagement initiatives promoting inclusion and equal opportunity.

Volunteered with a social impact organization (Bodhisatva Foundation Charitable trust) and Rotary Club.