



Saksham Madaan

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Summary

Cross-functional leader with 7+ years of experience managing 50+ customer-facing sites and driving large-scale backend operations across critical supply chains. Skilled in leading data-driven business development, digital transformation, and infrastructure upgrades, unlocking significant revenue growth across the retail network and enhancing plant efficiency through enterprise technology and coordinated cross-functional execution.

Professional Experience

Assistant Manager - Retail and Business Development | Indian Oil Corporation Limited | Howrah

Strategic Growth and Business Development

- **Delivered 3% YoY market share growth across a 50+ site network** in saturated market through partnership restructuring and prioritized facility upgrades; program-managed full-cycle execution resulting in ₹80+ Cr incremental revenue.
- **Unlocked ₹250+ Cr in value opportunity by designing a network expansion** roadmap prioritizing 27 high-potential sites through demand analytics, ROI modelling, and commercial due diligence for greenfield expansion.
- **Drove 22% YoY volume growth and ₹0.5+ Cr in B2B lubricant revenue** through Key Account Management of fleet operators, developing a value-driven engagement model using fuel purchase insights, dealer margin restructuring, and frontline sales training to expand channel penetration.
- **Designed an implementation roadmap to position fuel stations as one-stop mobility solutions**, conducting cost estimation, floating RFPs, drafting commercial terms and defining service warranty protocols to generate ₹0.5+ Cr annual revenue.
- **Orchestrated client engagement for fleet operators**, a hard-to-digitize segment, via targeted training and structured customer interaction, driving 50%+ adoption of a loyalty platform and generating ₹2+ Cr downstream value.

Digital Transformation & Change Management

- **Led pilot rollout and designed scalable workflows for a CRM-based partner portal** across 50+ sites, partnering with IBM; enabled enterprise-wide integration for 25,000+ channel partners.
- **Improved supply lead time by 20% across a 400+ outlet network** through ERP-driven workflow automation at the central hub; demonstrated ownership from opportunity assessment to post-implementation change management.
- **Orchestrated capability-building for 200+ users across 50 dealerships** through 1000+ training hours during digital platform rollout, driving structured knowledge management that reduced support queries by ~30% and improved dealer satisfaction by 15% during early adoption.

Project Management and Leadership

- **Generated ₹90+ Cr in annual revenue by leading rollout of five new units**, conducting financial and operational diligence, cost estimation, and investment evaluation to ensure project feasibility and execution readiness.
- **Drove 10% sales uplift across an underperforming rural portfolio** through a multi-pronged approach including loyalty program rollout and targeted community outreach; partnered with BCG to design data-backed, segment-oriented interventions.
- **Led ₹15 Cr flagship outlet modernization** by redesigning layout and upgrading infrastructure aligned to projected demand, improving operations and delivering 50% sales growth to establish West Bengal's top-performing fuel station.
- **Executed ₹4 Cr alternate fuel infrastructure** rollout by sourcing right-sized EV suppliers for deployment at 20+ dealer sites and commissioning 2 CNG stations, driving vendor coordination, site readiness, and ESG-aligned execution

Retail Operations Lead - Company Owned Outlets | Indian Oil Corporation Limited | Kolkata

- **Sales Operations & Team Leadership-** Achieved 11% YoY business growth across four COCO retail units, managing full P&L and leading a 60+ member team to drive service excellence through standardized protocols and strengthen outlet brand equity.
- **Lean Process Improvement-** Streamlined NFR invoicing processes across 100+ outlets through standardized agreements and workflow redesign, strengthening financial governance and operational efficiency.
- **Retail Audit & Compliance Excellence-** Led third-party audit compliance for company-owned retail outlets under IOCL's Retail Transformation Project—Dhruva, achieving 100% Service Excellence and Facility Improvement scores by standardizing operations, maintaining service benchmarks, and enhancing infrastructure readiness, positioning outlets as model retail sites.

Operations Officer - Howrah Terminal | Indian Oil Corporation limited | Howrah

- **Led 16-member team at Howrah terminal, ensuring uninterrupted fuel dispatch to 400+ retail outlets** and key airports by proactively identifying and mitigating supply and safety risks through SAP-driven inventory control, dispatch coordination, and compliance-focused operations.
- **Proactively led third-party ethanol receipts, coordinating with 10+ supply points** to enable 10% ethanol blending in petrol, ensuring timely supply through monthly demand forecasting.
- **Mentored a team of 10 apprentices on SAP workflows**, preventive maintenance practices, safety protocols, and HR procedures, fostering operational readiness and adherence to compliance standards.

Education

- **Bachelor of Technology (Mechanical Engineering) – YMCA University of Science and Technology, Faridabad | India**
- **Live project - Customer Insights and Variant Purchase Analysis | TVS Motors**

Accomplishments and Awards

- **Manjunath Award (2019, 2020) – Indian Oil Corporation Limited** - Sole recipient from the Retail cadre across IOCL for two consecutive years; recognized for outstanding performance in sales growth, operational efficiency, and customer experience, based on a holistic performance evaluation.
- **Awarded two consecutive fast-track promotions** for consistently exceeding performance benchmarks and delivering exceptional results, placing me in the **top 5% of employees at IOCL**.
- **Placed in the top 0.1%** of 2 lakh+ candidates in the All-India GATE 2017 (Mechanical) exam, demonstrating exceptional quantitative aptitude and problem-solving ability.

License & Certifications

- Microsoft Certified: Power BI Data Analyst Associate
- Lean Six Sigma, Green Belt, KPMG
- Excel Skills for Business (Advanced) – Macquarie University
- Pre-MBA Statistics – Indian Institute of Management, Ahmedabad
- Artificial Intelligence Certificate - DeepLearning.AI
- AWS Cloud Practitioner Training – Udemy

Co/Extra-curricular

- **Speaker Cell Head, General Management & Leadership Club, IIM Ahmedabad** - Selected as **1 out of 158 students** to lead institute-wide speaker engagements and leadership sessions across PGP, PGPM, FABM & PhD programs under the General Management & Leadership Club.
- **Core Committee Member, Profile Committee, PGPM, IIM Ahmedabad** - Contributed to shaping and managing external branding, cohort representation, and stakeholder engagement strategy for one of India's most prestigious MBA programs.
- **Hindi Coordinator, IOCL Howrah Division (2017–19)** - Led initiatives to increase Hindi usage at the workplace by organizing events, conducting workshops, and supporting communication efforts across departments.
- **Centre Lead- Computer Education Initiative-Bhumi NGO (2019-2022)**- Spearheaded volunteer coordination and curriculum delivery for underprivileged students in Kolkata, impacting digital literacy and long-term learning outcomes.