

Name Surname combines business savvy, decisive leadership and exceptional entrepreneurial skills to incubate new businesses and accelerate growth of existing and upcoming businesses. She holds extensive leadership experience in propelling academic business and profit centers across the Indian and African Regions. Recognized for spearheading operations, developing market share and increasing profitability.

A seasoned business leader with 18 years of progressively senior, she has successfully established large profit center's and SBUs across various business lines. Held complete ownership for developing strategic plans for business growth, business start-ups and developing infrastructure, market expansion, product development and launches; led large teams of diverse employees and has a proven track record in building franchises, delivering business results and strategic administration.

Strategic thinker with analytical bent of mind, and strong execution bias. Possess very strong communication skills and people management abilities. Bring a high level of energy, dedication and integrity to the job. Strong believer that people make the biggest difference, and a big proponent of authentic leadership. Name is also an author and has to her credit, 2 published books on Marketing, 13 papers in International Journals, 15 papers in National Journals including Scopus & has edited 3 books.

Dr. Name Surname

Growth Catalyst & Turnaround Specialist in the Academic Industry

CRITICAL FOCUS REMAINS ON

- Holds complete ownership towards P&L and operational authority for the Group's businesses generating INR 50+Cr's as annual net revenue across three center's.
- Extends her thought leadership across the Senior Management teams in Finance, HR, Business Development, IT and Digital Marketing.
- Travelled extensively, across the globe to meet prospective clients in a pursuit to bring in business.

BUSINESS ALLIANCES & STRATEGIC PARTNERSHIPS

- Foster growth of the company's existing business units (or drive the creation of a new BU) via formulation of strategies, strategic partnerships, product/solution development plans and M&A proposals in line with business goals
- Establish and grow a differentiated, high-value business in new markets
- Alignment with Sales, BU Operations and Finance to ensure accurate analysis, proposal and execution of strategic growth plans
- Provided business & market intelligence briefings and recommendations to the senior executive staff

BUSINESS DEVELOPMENT & MARKET PENETRATION

- Develop and execute the Company's business development roadmap, creating new funnels and growing revenue, while ensuring alignment with our long-term vision, mission, and strategy
- Identify, analyze, and develop new business opportunities and ensure partnerships are executed successfully from start to finish; from signing agreements, onboarding new partners, and driving business
- Work closely with internal groups to educate and execute on strategic partnership initiatives

GLOBAL PORTFOLIO MANAGEMENT

- Lead portfolio strategy efforts across all products / services, providing thought leadership and execution support to support category and brand heads in the development and delivery of Global Category and Brand strategies
- Direct strategic analyses relating to Global Marketing and business issues, rigorous financial modeling and real-time gap closure strategies.
- Enable delivery of highest value growth initiatives through a combination of thought leadership, project management support

FORMATIVE ASSESSMENTS & CURRICULUM DEVELOPMENT

- Recruit, retain, and develop a strong team of formative assessment leaders
- Execute a research-based strategy in development of formative assessments with the goals of informing teachers, supporting student learning, and driving curricular and instructional improvements
- Lead a cross-functional team to design and deliver all print and digital assessment components aligned with market and educational measurement standards



SIGNATURE SKILLS

P&L Management
Strategic & Operational Control
Strategy Definition and Execution
Business Alliances
Strategic Partnerships
Product & Service Management
Business Development
Business Start-up
Go – To – Market Strategy
Product & Service Marketing
Mergers & Acquisitions
UIP – Unified Improvement Planning
Cross Functional Team Leadership
Distribution Strategies
Digital Marketing
Resource Management
Strategic Curriculum & Content Development
Formative Assessment

ACADEMIC CREDENTIALS

Ph.D. (Marketing)
M.Phil. (Marketing)
MBA (Marketing)
B.E. (Environmental)
UGC Net Qualified

CONTACT DETAILS

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WORK EXPERIENCE & SIGNIFICANT CONTRIBUTIONS

Since Mar 2015 with XYZ Business School, South Africa as Group CEO

XYZ Business School in India, Nigeria & South Africa

As the Group CEO, Name has steered the company across 3 regions (India, Nigeria & South Africa), achieved 10 times volume growth and 6 times revenue growth in 2 years. She has introduced several new courses across Asia in coordination with a 600 members team nationwide. Holding leadership accountability for continuous improvement and implementation of the mission, vision, goals, values, and policies of XYZ and its subsidiaries, Name represent and communicates on behalf of XYZ at authorizing agencies, local and state government agencies, and business partners, as directed by the Board, She supervises and directs the organizations day-to-day activities and affairs. She presides over the organization's day-to-day, month-to-month and year-to-year operations.

Career Highlights

- Created a more responsive and market driven organization resulting in increased sales from 20Cr to 50Cr in three years.
- Substantially improved productivity while reducing staffing and operational costs by 30%
- Developed and introduced successful new skill based courses for Indian and African market
- Returned company to high profitability through negotiations and strategic and efficient restructuring

Operations, Business Development and Finance

- Credit of establishing 3 profit centers across India, Nigeria & South Africa
- Established strategies to increase the student headcount for the next academic year aiming at 100% spike
- Generated business worth INR 2Cr for the business unit in India, by acquiring 3 major Executive Education orders from the BFSI sector - State Bank of India, Andhra Bank & Life Insurance Corporation of India
- Spearheaded business expansion propelling INR 20Cr as annual turnover
- Orchestrated and established a complete recruitment wing and executive education vertical
- Steered strategic tie ups with key players from the educational sector and other growth verticals across APAC
- Equipped the centers with 50+ academic specialists and 150 backend team members
- Oversee all corporate operations including budgeting, accounting, human resources, contract management, and compliance.
- Work with the Board to set economic objectives, financial and accounting policies.
- Implement the corporate Financial Policy and Procedure Manual, and recommend updates, as necessary.
- Manage facility acquisition, maintenance, and renovation efforts.
- Provide, in conjunction with the CFO, financial reports to the Board, as required.

Administration

- Supports operations and administration of Board by advising and informing Board members
- interfacing between Board and staff, and supporting Board's evaluation

Sales & Marketing

- Implemented direct and indirect sales strategies propelling business by 30% - Sales
- Launched a robust digital marketing program at XYZ which resulted in 500% ROI with tremendous brand recognition and recall
- Enrolled 200 students in India, Nepal & Bangladesh – Marketing

Academic Leadership

- Conceptualized and designed new courseware for the market, inclusive of curriculum design, content development & assessment management
- Facilitated training for over 1300 executives in 18 months – Academic Development
- Managed the development of more than 10 new courses from scratch and surpassed the benchmark by enrolling over 200 students for these courses over the period of one year.
- Digitized the business processes from scratch in order to increase efficiency and created a common platform for the parent company
- Lead and promote research within the three campuses
- Made student-centered decisions that ensure equitable education for all students.
- Promote the success of all students and support the efforts of the Board to keep the corporation focused on learning and achievement.
- Developed academic goals and performance benchmarks with instructional leaders.
- Execute sound performance management of instructional leaders to ensure student achievement gains are being realized.
- Ensured that academics, school culture and climate, community engagement, and external partnerships are positive, effective, and tightly aligned to the XYZ mission and goals.

WORK EXPERIENCE & SIGNIFICANT CONTRIBUTIONS

Since Aug 2016 with Dananda as Chief Executive Officer

- Successfully secured USD1.6Mn contract for Swaziland Power Plant to provide end-to-end HR solution including recruitment of entire staff for the plant.

Jun 2013 – Feb 2015 with University of Seychelles as Director – Admissions & Academics

- Developed and established premium short term corporate education programs for Seychelles petroleum, Airtel, Barclays to name a few.
- Generated INR \$4Cr as revenue to the university.
- Effectively led a team of 200 sales and admin staff along with 5000 students.
- Proficiently improved sales across Seychelles from INR 10Cr to INR 20Cr only from the corporate projects.

Jun 2009 – May 2013 with Symbiosis Center for Management Studies as Deputy Director

- Conducted needs analysis, designed, developed, implemented and measured the effectiveness of state-of-the-art learning and development, sales training and coaching programs.
- Drafted presentations related to financial & budgetary control for consideration by higher management.

Jun 2004 – May 2009 with Delhi School of Professional Studies and Research as Assistant Professor

- Undertook initiatives to develop tourism for Tarkali Devbag Spit ITS consequences and suggested strategy for sustainable tourism.
- Developed a case study for creating livelihood at the grass root level through self-help groups for selected districts of Kerala.
- Studied the effect of advertisement campaigns on the purchase of financial products of ICICI.
- Analyzed the purchase pattern and evaluated the Consumer Buying Behavior of the younger generation.
- Conducted a Study on Customer Awareness to enhance market share of Bajaj Allianz Unit Link Insurance Plan.