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Tel: // Email:

EXPERIENCE

- January 2021 - Present
- AELDRA FINANCIAL INC. / USA**
VP, Head – Operations & Product Management (India)
(A global financial technology banking and investments neo bank, providing digital account opening for Indian / U.S. residents, as well as students, immigrants, and investors with a need for a U.S. bank account)
- Ensuring appropriate operational planning and quality assurance control systems are in place and complied with accuracy.
 - Responsible for crowdsourcing, developing, and curating ideas that deliver value to customers
 - Provide strategic advice and guidance to the Leadership.
 - Managing end-to-end important initiatives vis-à-vis customer experience.
 - Translating Product Strategy into Product roadmap, while managing cross-functional dependencies.
- April 2020 - December 2020
- MORRIS STREET ADVISORS PVT. LTD. (MSA) / NEW DELHI, INDIA**
Consultant – Medical Devices and Fin-Tech
(A Merchant Banking Firm, with Media & Entertainment, Commodities Trading, Private Equity Capital Market activities)
- Worked with MSA's healthcare clients and medical technology companies to enter the Indian Markets.
 - Advised MSA's clients to grow Indian healthcare companies in the EU & US (FutureCure etc.).
 - Accessed MSA's investors base to raise capital for late-stage startup's and growth companies in Healthcare & Fintech.
- January 2018 - February 2020
- TOTIPOTENRX CELL THERAPY PVT. LTD. / INDIA**
Country Head
(A subsidiary of Thermogenesis Holdings Inc., USA, Nasdaq: THMO)
- Successfully designed, implemented the growth and development strategy for Thermogenesis South Asia entry - including statutory, compliance, regulatory approvals, and certifications for the group.
 - Developed and educated the Indian medical system about cutting edge new Stem Cell therapies in the field of Haematology & Orthopaedics - developed and brought in 6 new cutting-edge medical devices to the region.
 - Built a significant customer base consisting of Hospitals, Clinics, and Doctors to drive sales and closed multiple lucrative deals across the region. Many of them were long term multi-million dollar transaction.
- April 2010 - December 2017
- MORRIS STREET ADVISORS PVT. LTD. (MSA) / INDIA**
President - Healthcare Services & Media and Entertainment
(A Merchant Banking Firm, with Media & Entertainment, Commodities Trading, Private Equity, and Capital Market activities)
- Strategized and Developed advisory mandates for multiple Healthcare companies in the US for their entry in India/ Asia including supervising the creations of detailed Information Memorandum's (IM's) and Financial Models.
 - Some of MSA's Healthcare clients included EnzySurge Wound Care, HumaGrow (Agro Synthetics), BioHumanetics Corp, Binnopharm (a Sistema Company), AxoGen (Nerve Repair - NASDAQ : AXGN), Avolix - Translational Genomics, and Community Dental System).
 - Directly managed and monitored MSA's portfolio investment companies and developed growth, operational, client's development, and capital strategies (with MSA's management) for the assets.
 - Developed and built a licensing, syndication platform for MSA's exclusive JV's and partnership.
 - Lionsgate, DHX Media, Jim Henson Productions, & CBS Television and others. Was in charge of production partnerships.
 - This included strategizing and negotiating complex agreements for partnerships across all forms of media platforms in the broadcast and OTT space. Some major clients included Amazon, Zee, STAR TV, Hooq, Sony, HBO & others.
 - Developed a market intelligence, business forecasting, and monitoring system for all stakeholders MSA.
 - Was in-charge of all Revenue and P&L management of the firm and monitored all investments globally.

SUMMARY

- 24 years of Healthcare, Finance, and Media & Entertainment experience in India and the US.
- Developed and founded business strategies globally and built profitable businesses at five firms.
- Significant transaction originator with established customer & competitor relationships.
- Deep operations knowledge, P&L management, strategic and business development responsibilities.
- Responsibility for hiring and mentored top management including setting objectives & KRAs for the senior management and the businesses that report into him/her.

SKILLS

- **MANAGEMENT**
Leadership, Client Relationship, Team. Customer relation, Profit and Loss, Business planning, Decision-making, Problem-solving, Communication, delegation, Time management, Maintaining relation with competitors.
- **NEGOTIATION**
Strategic Partnership, Deal Flow, Deal Closure, Persuasion, Planning, Strategizing and Cooperating, Contractual Term sheet.
- **OPERATIONS**
Analytical and Executional.
- **PRODUCT POSITIONING VIS-A-VIZ POTENTIAL MARKET**
- **COMMUNICATION SKILLS**
Active listening, Comprehension, Presentation, Excellent written and verbal, Building Trust with Stake Holders.
- **GOVERNMENT LIAISONING**

EXPERIENCE

December 2008-
March 2010

AUM CAPITAL MARKET PVT. LTD. / INDIA
COO – Insurance
(A Financial Services Company)

- Established and Founded AUM Bima Suraksha Broking Pvt. Ltd. - Insurance arm of AUM Capital
- Grew the business from 2 employees to 350 employees in two years.
- Directly developed and executed the growth and development (retail & corporate) strategy.
- Was in-charge of all P&L and Revenue aspects of the Company. Was EBITDA positive in year one.
- Developed and established all compliance and regulatory processes and handbooks for the company.
- Generated approximately INR 200 Cr. of Insurance business in the first year of operations.

Business Head - Trade Finance

- Established the Trade Finance business vertical for the commodity and trading businesses.
- Monthly volumes exceeded \$55 Million to a high of \$145 million including discounting of LC's.
- Maintained strong relationships with banks and managed to get the best LIBOR rates vis-à-vis competition.
- Ensured client acquisition and retention of all Commodity clients to avail all services.

May 2007 -
November 2008

HDFC STANDARD LIFE INSURANCE CO. LTD / INDIA
Branch Manager

- Over achieved branch targets by 125% through successful implementation of business plan.
- Maintained highest retention levels at 73% for the branch- Accessed MSA's investors.

August 2005 -
May 2007

TATA – AIG LIFE INSURANCE CO. LTD / INDIA
Agency Manager

- Consistent agency activation levels 33% as against industry standard of 21%.
- The 33% activation levels contributed 64% of the branch targets.
- Managed Business Associates with a team of 250 advisors.
- Promoted to a Business Associate – Manager.

August 2002 -
June 2005

SOLUTIONS INTEGRATED MARKETING SERVICES PVT. LTD / INDIA
(Now Digitas – A member of Publicis Groupe)
Program Manager - Motorola India Ltd

- Successfully lead the increase in sales volumes of Motorola mobile phones by 250% in short period of 6 months across allocated regions.
- Effectively managed a diverse retail sales team of 80 Sales Executives and Supervisors.

Program Manager - ESPN STAR Sports (ESS)

- Conceptualized and developed ESPN STAR Sports School Learning Program to build awareness about non-cricketing properties like; English Premier League (EPL), Spanish La Liga, Formula1 and MotoGP.
- The concept led to an increase in TRPs by 430% for EPL and Formula1 in cities like Ahmedabad and Baroda (Pre-dominantly cricketing cities) and 800% in Lucknow and Kanpur.

July 1998 -
July 2002

NEPTUNE INFORMATION SOLUTIONS LTD (A JINDAL GROUP COMPANY) / INDIA
Sales Executive

- Responsible for successful bidding and execution of one of the biggest IT orders worth Rs. 2.5 Crore from one of the most reputed automobile manufacturers in India.

EDUCATION

1996 - 1998 **POST GRADUATE DIPLOMA IN INFORMATION TECHNOLOGY MANAGEMENT**
AIMA, All India Management Association, New Delhi, India

1993 - 1996 **BACHELOR OF SCIENCE IN PHYSICS (PHYSICS HONORS)**
Aligarh Muslim University, Aligarh, India

SOCIAL MEDIA

 <https://www.linkedin.com/>