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An Engineer turned data-driven and tech-savvy business professional with 6+ years of experience in multi-market segment, omni-channel, business development and product-based business with wide experience in Logistics and Supply chain management .Solid understanding of business operations with first-hand experience in project management value chain analysis, cross-sector collaborations and business dynamics. Driven by continuous improvement and passionate about business challenges, and finding strategic growth solutions in changing business environments.

Professional Summary

- 6+ years extensive experience in teamwork applications and entrepreneurial mindsets in diverse industry settings including **retail business operations , Logistics and supply chain management , business development techniques ,people management, e-commerce, trainings and workshop programs.**
- Integrated in-depth understanding of customers' buying behaviour to drive shopper engagement and build strong customer relationships, and to identify new opportunities for business develop a network of operational contracts that will support the work of business development team.
- Expert knowledge of logistics and supply chain operations, storage and transportation ,store operations, safety regulations and brand image management. Strong abilities in stock management and inventory shrinkage control.
- Responsible for company logistics by managing inventory ,storage and transportation.
- Implemented event management strategies that successfully boosted business performance.
- Solid experience and skills in **supply chain management** with a record of enhancing operations performance. Expertize in using logistics software tools like OMS ,and tools to track shipments analyze data and make informed decisions.
- Applied practical experiences and expertise in strategic implementation to improve business outcomes.
- Outstanding communication skills and systemic thinking ,problem solving and decision making skills with a knack for human management.

Soft Skills

- Communication
- Teamwork
- Adaptability And Creativity
- Problem-Solving
- Time Management
- Leadership

Technical Skills

- AI and ChatGPT tools
- Google Sheets
- E-Commerce Platforms
- Microsoft Excel
- Logistics and supply chain management
- Marketing and Human Resources
- Operations management
- Google Analytics
- CRM & Project Management Tools
- Safety and security Management
- STOCK Inventory control

Career Timeline

- Jun 2022 - Feb 2024**
Business Team Lead & Operations Manager
Decathlon Sports India
- Jan 2021 - May 2022**
Team Leader
Decathlon Sports India
- Nov 2019 - Dec 2020**
Digital City Referent
Decathlon Sports India
- Jul 2018 - Nov 2019**
Omni Channel Sport Leader
Decathlon Sports India

Work Experience

- Jun 2022 - Feb 2024**
Business Team Lead & Operations Manager
Decathlon Sports India
Workdone:
 - Setting goals and developing plans for business and revenue growth. Researching, planning, and implementing new target market initiatives. Researching prospective accounts in target markets. Pursuing leads and moving them through the sales cycle.

Core Competencies

- Cross Sector Collaboration
- Value Chain Analysis
- Data Analysis
- Entrepreneurial Mindset
- Commercial Strategic Implementation

Certifications

- AI tools and ChatGPT basic Tools Workshop Certified. (SKILL NATION - 2024)

Education

- B. Eng. in Mechanical Engineering
PSG College of technology
May 2011 - Apr 2016
- MBA - Marketing and Logistics
GRD Academy of management
Jun 2016 - Apr 2018

Languages

- English
- Malayalam
- Hindi
- Tamil

- Facilitated business operations daily & sustainably with daily managers regular training meetings, feedback & follow up. Scaled profitability through effective P&L control
- Expert knowledge of logistics and supply chain operations, storage and transportation, store operations, safety regulations and brand image management. Strong abilities in stock management and inventory shrinkage control.
- Responsible for company logistics by managing inventory, storage and transportation.
- Solid experience and skills in supply chain management with a record of enhancing operations performance. Expertise in using logistics software tools like OMS, and tools to track shipments analyze data and make informed decisions.
- Designed and developed an operational dashboard to improve cross-functional metrics analysis and enable valuable strategic insights
- Managed stock and reduced shrinkage, improved store efficiency with good organization
- Coordinated with the regional brand manager to develop and efficiently implement operational strategies and project policies
- Structured decision-making processes across different stores nationwide to promote effective collaboration and streamlined operations

Jan 2021 - May 2022

Team Leader

Decathlon Sports India

Workdone:

- United and energized a diverse team by orchestrating a comprehensive project and fostering teammate development, team building, conflict resolution.
- Removed accessibility barriers in the sport market, leading to conversion with brand supply and technical teams
- Integrated in-store and outside events with community building strategy, leveraging social media marketing
- The ability to make decisions, exemplified right behaviors, values, and attitude, setting a positive example for the team. Right candidate at right place, recruitment in time, human management skills.
- Allocated resources effectively for long-term community engagement based on business environment and customer needs
- Functioned as a decisive business analyzer and commercial planner, handling operations management related to business and logistics
- Developed strategic partnerships leveraging a diverse ecosystem including customers, suppliers, competitors, policymakers.

Nov 2019 - Dec 2020

Digital City Referent

Decathlon Sports India

Workdone:

- Mentored junior sales associates and developed training materials to enhance organizational growth
- Trained in omni commerce with respect to digital media promotions, sport community activities, digital sales
- Reviewed sales data and store sales performance reports, utilizing outcomes for strategic improvements
- Analyzed consumer buying decisions and recommended product assortment, leading to improved growth
- Optimized daily sales operations with efficient process management, improving customer assistance
- Identified seasonal patterns, trends, and local events, adapting approaches to enhance customer engagement and conversion rate

Jul 2018 - Nov 2019

Omni Channel Sport Leader

Decathlon Sports India

Workdone:

- Assisted customers with digital devices, enhancing footfall conversion and inventory management
- Collaborated with marketing and product sourcing teams for campaign development and execution
- Implemented merchandising strategies driving sales, optimizing product positioning and store layout
- Analyzed and utilized customer preference data for pricing optimization, product assortment and promotions
- Executed event management for market demand

Hobbies

Cross training and adventure Sports

Fitness

Travelling

Mentoring

Motivational author books readings

Achievements

- Led development plans tailored to various product lines through comprehensive data analytics, significantly driving growth and market expansion.
- Achieved excellence in project policies and operational strategies in partnership with the regional brand manager leading to operational efficiency.

- Boosted shopper confidence and customer engagement with 'try before you buy' approach

Projects

MBA project -Customer perception towards business practices in DECATHLON SPORTS INDIA.

Engineering Project -Manufacture of Pneumatic soot blower techniques in Navaratna company Neyveli Lignite corporation Ltd ,India.