

Garima Khan

ED Business Development

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An accomplished, result-oriented, and a decisive professional, I have advanced into the VP role due to a 25 years of experience in various sectors such as Telecom, FMCG, Financial services, and Retail verticals. My areas of expertise include Sales and Distribution, Channel management, Sales planning and strategy, Market share expansion, profit center management, key accounts, strategic alliances & partnerships, innovative business development ideation, start-up and scaling ventures, retail operations contributing effectively to organisational value and performance. Over these years, I have contributed towards global process improvements, resource optimisation, forged key alliances, derived success to marketing campaigns, and built and improved brand's image.

Key Strengths

- Strategic Business Development
- Market Expansion
- Sales and Marketing
- Distribution
- Retail and Operations
- Key Accounts
- Change Management
- Process Designing
- Relationship Building
- Team Leadership and Development
- Business and Revenue Growth
- Profit and Loss Management

Education

Masters in Business Management
International Management Institute
Delhi 1990 - 1994
Bachelor in Economics
Delhi University
Delhi - 1987 - 1990

Work Experience

ED Business Development Livspace

December 2017 - Present

A key member of the executive core team in building strategy and expansion plans of Livspace in the markets. Helped in the consistent flow of quality leads I also developed attractive incentive models and robust inhouse training to ensure maximum productivity of channel partners pan India. Successfully executed bulk supplies of Kitchens to Bestech, M3M, and Emami and added GMV of 22 crs. Achievements:

Corporate Activation – Explore avenues for enhancing corporate activation and work out customized solutions for corporates in different markets.

Marketing – Maximize lead generation through cost-effective online and offline marketing channels. Online marketing contributes to 95% of the lead generation.

Monitor, review and analyze channels productivity to get at the most cost effective ROI.

Building strategy and expansion plans in the markets

Ensured a consistent flow of quality leads

Team growth from 5 to 50 members

Business expansion 20x in under two years of time

CEO and Co- Founder Fabhomz Design and Reality Pvt. Ltd.

January 2016 - November 2017

Fabhomz is an end to end Home Decor solutions startup. Instrumental in doing business conceptualization, modeling, planning, marketing and development from scratch. Hiring the best of talent for Design, Project, and Sales. Company has a staff strength of 15 people. Business partnerships with large builders like Sunworld, Gulshan, Vatika, Mahagun, etc for providing single window interior solutions to their customers. Successfully executed 17 plus turnkey interior projects in less than a year with a gross business turnover of 3.5 crores.

Executive Director Business Development Livespace

January 2014 - December 2015

Key responsibilities were Alternate Channel Management, P&L, Strategic Alliances with builders, Marketing and Business Development. Bangalore and NCR key builder MOUs for providing single window interior solutions. Instrumental in getting breakthroughs in large accounts averaging 1 crore plus revenue from the third month of channels.

Vice President Business Development IndiaWorld Technologies Pvt. Ltd.

January 2013 - December 2013

Corporate Activation – Explore avenues for enhancing corporate activation and work out customized solutions for corporates in different markets.

Marketing – Maximize lead generation through cost-effective online and offline marketing channels. Online marketing contributes to 95% of the lead generation. Monitor, review and analyze channels productivity to get at the most cost effective ROI.

Head - Enterprise and Merchant Business Nokia

April 2011 - August 2012

Brought in to manage and scale new business of mobile payment Nokia Money Paved the path for achieving 1 million subscriber base across 200+ cities, a market leader in the mobile payment space within 1 year of launch Formulated business plans & revenue projections, ensured timely implementation and roll out, tracked plan vs achievement of enterprise revenue targets and customer acquisition Streamlined systems and processes for widespread acquisition and retention of customers for Nokia Money Consistently enhanced product offerings through strategic alliances with mobile operators and billers with the objective of increasing ARPU and widening the bouquet of services on Nokia Money platform

Joint General Manager The Mobile Store

August 2009 - March 2011

Managed retail operations of 60 stores as a profit center for sales of telecom handsets, prepaid recharge, and accessories of brands like Blackberry, Nokia, Sony and Samsung Effectively tackled and reduced the major concern of pilferage from 12% to 2% with stringent steps & process controls contributing to bottom-line growth Enhanced store productivity from INR 32,000 to INR 40,000 per day, healthy store margin of 13% through range selling, consistent sales and product training, the right product and margin mix, SOP adherence and tight cost control. Grew recharge business by 20% which added to revenue productivity of stores Coordinated with mobile brands Samsung, Sony, and Nokia for brand support, schemes, marketing of new product launches with an aim to enhance loyalty & footfall conversions

Retail Operations Head Spencers Retail

August 2007 - July 2009

Managed operations and rolled out 1 hyper, 3 supers and 6 daily stores covering 1 lac plus square feet inclusive of land banking, project management, planning, operations, merchandising, manpower recruitment and training Provided leadership direction with profit & loss responsibility to the recruited team of 250 with effective sales, product, and soft skills training to achieve break-even for the cluster within 2 years Implemented innovative planning and visual merchandising with optimum product mix based on local preferences to achieve hyper breakeven in the first month

Hero Group Assistant Vice President

October 2002 - July 2007

Set-up 3000 one-stop bill payment retail outlets across 35 cities registering a revenue of INR 10 million in FY 07 Signed Executed pan India alliances/agreements with utilities, cellular/telecom operators, insurance companies Negotiated long term commercial pacts with major telecom operators such as Airtel, Vodafone, Idea, Tata Cellular for prepaid recharge business expansion Accredited for exploring new revenue streams such as money transfer, catalog selling, and telecom product distribution Recognized by the management for stupendous performance in strategic alliances negotiation and acquisition

Gillette India Sales Manager

May 1998 - August 2002

Successfully enhanced distribution in Rajasthan by exploring new markets in interiors of Rajasthan Handled 15 sales officers, 100 plus DFFs, 5 Team leaders & 35 distributors & stockists Sales and marketing operations in Rajasthan grew up by 25 %. Consistently achieved secondary sales volume growth by 15% in the core category of batteries and grooming. Revamped distributor network by resolving pending issues and appointing distributors committed to achieving an average of 25% growth across all Gillette sub-brands Qualified for the hall of fame 3 years in a row for targeted penetration into rural belt .achieving 2000 new point of sales and 15% growth in secondary distribution

Key Accounts Manager Modi Xerox

January 1997 - April 1998

Handpicked to spearhead key defence accounts for sales of photocopier machines ensuring 80% business acquisition by relationship management & effective negotiations

Sales Manager RPG RICOH

June 1990 - December 1996

Managed key accounts for sales of photocopiers, printers and fax machines, turned around branch operations and was awarded prestigious century club award for 3 years consistently.