



**P SINGA RAM**

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**Qualified Independent Director Proficiency Assessment Test  
Conducted by IICA (Indian Institute of Corporate Affairs)**

**Seeking Business Excellence Manager Position with Service Industry. . . .**

A versatile enthusiastic and dedicated professional having 15+ years of profound experience in **managing operations for top-line management and improvement, business development, market analysis, customer satisfaction, stakeholder management & team management** in an organization of high repute. An exceptional leader who is able to develop and motivate others to achieve targets with meticulous attention to quality and detail with a sense of urgency to get the job done on-time and meet production goals in fast-paced environments. A proactive and result oriented individual with a logical approach to challenges. Dedicated to create collaborative team environment where each member can develop and play an active role in the operations management process. Well-versed in Lean Six Sigma theory and operation.

**🎓 Key Skills**

- ❖ Strong proficiency with Microsoft Office applications and statistical tools (Outlook, Word, MS Project, MS Visio, Minitab, PowerPoint and Excel)
- ❖ Strong analytical skills with experience applying statistical analysis for business improvement.
- ❖ Excellent written and verbal communication, presentation, and interpersonal skills with front-line associates, team members, management, and executives
- ❖ Experience application of Lean six sigma in Sales Force Automation & Business Excellence.
- ❖ Black belt certified with Project experience in application of DMAIC, DFSS and Lean tools
- ❖ Fifteen Years of relevant Business Development experience managing cross-functional teams.

**🎓 Objective**

🎓 I am now looking to progress into management position. I am therefore keen to find a new and suitably challenging role within a market-leading organisation.

**🎓 Executive Profile**

**A competent professional having rich experience in driving large scale revenue & profit gains** as well as enhancing on organizational efficiency.

- 🕒 **Strong business acumen with skills in driving new business** through conceptualizing strategies, and enhancing sales operations
- 🕒 **History of increasing sales revenues, exceeding targeted sales goals**, developing profitable and productive business relationships, coordinating with decision-makers, and **building an extensive client base**
- 🕒 **Demonstrated mastery in leading and developing innovative strategies** that increase sales and expand existing **customer base, and improve brand /product evolution**
- 🕒 **Affluent experience in tracking and analyzing the performance of advertising campaigns**, managing the marketing budget, and ensuring that all marketing material is in line with our brand identity
- 🕒 **Associates emerging markets and market shifts** while being fully aware of new products and competition status
- 🕒 **Achieved Customer Satisfaction** by solving all customer inquiries thoroughly thereby meeting customer needs and maintained good relationships.
- 🕒 **Result-oriented Leader**; Effectively leading team members & motivating them to deliver quality results for accomplishment of organizational goals
- 🕒 **An effective communicator** with excellent presentation, interpersonal, analytical, problem solving & leadership skills.

**🔑 Core Competencies**

**Business Forecasting**

**Strategic Planning**

**Team Building**

**Root Cause Analysis**

**Project Management**

**Implementation**

**Data Analytics (Minitab)**

**People Management**

**Resource Management**

**Business Forecasting**

**FMEA**

**Client Requirement Analysis**

**☰ Soft Skills**

**Self Initiator**

**Innovator**

**Collaborator**

**Analytical / Thinker**

**Intuitive / Team player**

## CAREER SUMMARY

*Future Generali Life Insurance Co. Limited (Asst. Branch Manager) Bangalore From April 24 till Nov 24*

- Understanding the insurance needs of customers and fulfilling the same through proper Insurance Products
- Identifying Insurance Needs based of customer profile, income, age and profession.

*Dr Reddys Lab, Area Manager (Key Accounts & Stakeholder Management) Bangalore Oct 21 to Feb 22*

- ⌚ Applying RCA to understand the core issues and methodologies to successfully complete improvement projects and realize targeted benefits
- ⌚ Ensures that business objectives, specific goals, measures, and metrics are established
- ⌚ Facilitating Training by understanding the training needs and other problem solving and improvement sessions
- ⌚ Works closely with clients, stakeholders and cross functional teams plan and lead projects
- ⌚ Providing thought leadership to the Product Management team.
- ⌚ Develop strategic insights and recommendations on the basis of the research conducted in form of RCA.
- ⌚ Communicates key lessons learned and best practices from day to day activities of meeting customers and communicating and formulating solutions for key challenges by CAPA.
- ⌚ Ensuring team members showcase leadership talent in desired forums and helping grow in career path
- ⌚ Understanding NUDs of HCP Customers and working on means for better customer satisfaction leading to business growth

*Dr Reddys Lab, Area Manager (Channel Distribution Management) Hyderabad March 17 to Oct 21*

- ⌚ Work with a team to ensure achievement of business objective.
- ⌚ Consult and work with management in identifying process improvement opportunities
- ⌚ Develop an overall plan/approach/timeline based on client scope and help manage/track progress
- ⌚ Developing strategic insights and recommendations on the basis of the research conducted
- ⌚ Participate in the design, development, implementation and monitoring of programs to improve customer satisfaction.
- ⌚ Provide explanations and information to others on topics within area of expertise
- ⌚ Share Best practices from within and outside the organization / industry / domain and provide recommendations for implementing them.
- ⌚ Identification of more resourceful customers and territories for future expansion
- ⌚ GSP of all accounts and monitoring them






*Area Manager (Sales Operations from New Launched Rural Markets) Nov10 to March 17*

- ⌚ Understand key metrics that measure business-unit performance, create scorecards, and monitor process performance over time.
- ⌚ Run and manage portfolio of improvement projects based on opportunities
- ⌚ Identify cost breakage in 3rd party spend and reduce cost by optimizing areas of operation
- ⌚ Conduct in-depth analyses including data collection, analyses, and synthesis to generate key insights for projects under new market identification
- ⌚ Use design principles to design new processes for formulating way forward plans.
- ⌚ Ensure timely delivery of projects and breakthrough results that meet agreed-upon metrics or goals
- ⌚ Identify cost and efficiently opportunities in originations and servicing process
- ⌚ Developed Process Capability in team for continuous business performance






## Highlights

- ⌚ Outshined in achieving revenue growth of more than 105% year after year by robust SOP & approach
- ⌚ Highly recognized as Best Process Manager in 2016 for Zero Attrition
- ⌚ Selected for Foreign Trip to Kathmandu with entire Team for >110% Performance for best business strategy implementation.
- ⌚ Accomplished "Exit Dec Award" for completing the Yearly Target by December in 2013-14 by ensuring better Customer Satisfaction
- ⌚ Successfully launched and stabilized new team starting from team recruitment to taking team to expert level and ensured promotion of 4 team members by coaching and training.
- ⌚ Selected for Achievers Club with More than 110% with Entire Team for best delivery in terms of topline.
- ⌚ Recognized for rendering leadership in bringing a poor performing team as best performing team year after year for 3 consecutive years and bagged "Best Performing team in South Zone"

## Certifications

-  **Lean Six Sigma Green Belt Certification** from Cross Boarder Executives Management Group, Bangalore
-  **Lean Six Sigma Black Belt Certification** from C Cross Boarder Executives Management Group, Bangalore
-  **Lean Manager Certification** from Cross Boarder Executives Management Group, Bangalore
-  **Internal Auditor [ISO 9001:2015] QMS** from Cross Boarder Executives Management Group, Bangalore
-  **Qualified Independent Director Online Proficiency Self Assessment Test Conducted by IICA (Indian Institute of Corporate Affairs)**

## Education & Credentials

-  MBA (Marketing) from Berhampur University
-  LLB (Bachelor of Law) from Berhampur University
-  BAMS (Bachelor of Ayurvedic Medicine & Surgery) from Berhampur University
-  Specialized in Advanced Digital Marketing, Certification from Digital Square
-  Diploma in Russian Language from Berhampur University

**LinkedIn URL:** <https://www.linkedin.com/in/singaram-p-processexcellance/>

## Personal Details

**Date of Birth:** 21<sup>st</sup> Jun, 1976

**Languages Known:** English, Hindi, Oriya, and Telugu