

# KAUSTAV MITRA

## Digital Transformation Specialist / Process & Management Consultant

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Passionate about helping firms improve operational excellence and offer enhanced customer experience using digital led business strategy

 **LOCATION**  
Kolkata

### PROFILE SUMMARY

- **Forward-focused Consultant** offering **nearly 16 years** of rich experience in leveraging innovative approach for driving high gain engagements
- Excellence in **developing innovative solutions & setting processes** for delivering customer centric solutions, focused towards enhancing customer experience with high business impact
- Managed **several large accounts (Fortune 500)** and resolved the escalated client issues
- **Trusted advisor to clients** with successful track record of working with them to deliver tangible business outcomes
- Impressive success in **achieving profit, and business growth** objectives within rapidly changing environments
- **Business start-up specialist** with success in launching new business, devising go-to-market strategies, and conceptualizing & devising solutions for clients
- Extensive exposure in travelling to onsite locations like **USA, UAE (Dubai), Singapore, Hong Kong and Taiwan**
- Successfully led and **delivered several consulting and research assignments** across / in the areas of proposition development, new market entry and product launch, distribution strategies, and innovation pursuits
- Expertise in **Cloud-based applications like SupportCentral, Salesforce, Pega and Veoci**
- Proven track record of **evolving customized digital solutions**; capability to interface with business leaders & stakeholders, suggest viable solutions, and cultivate relations with them for securing repeat business

### CORE COMPETENCIES

- Strategic Planning
- Program Management
- Go-to-market Strategy
- Digital Strategy
- Business Analysis
- Agile Methodology
- Digital Transformation
- Sales Enablement
- Team Building & Leadership

### CERTIFICATIONS

- Certified PRINCE2® Registered Practitioner from AXELOS
- Certified Scrum Master from ScrumAlliance
- Certified ADM 201 from Salesforce.com

### EDUCATION

- **2003** **MBA (International Business)** from FORE School of Management, New Delhi
- **2001** **B.Sc. Economics (Hons.)** from Calcutta University

### WORK EXPERIENCE

**iPrime Services Pvt. Ltd., Kolkata**  
**Director - Solutions**

**Jan'16 – Present**

#### Key Result Areas:

- Identifying new opportunities, cementing healthy relationships with key clients for continuous business; strategizing on impacting customer decision criteria
- Establishing alliances/ tie-ups with key industry players, resulting in deeper market penetration and reach
- Collaborating with BIU, Risk, Policy Making Team and sharing insights & inputs on the prevalent market scenarios
- Building & maintaining strong relationships with C levels and key decision makers; functioning as single point of contact within the customer organization exceeding customer expectations for generating repeat business
- Creating & managing overall organizational blueprint for portfolio management of significant organizational strategic priorities and new business ventures/ partnerships to achieve performance excellence
- Leading & executing large-scale enterprise-wide projects to build proactive & innovative solution and address business challenges, thereby achieving organizational goals & objectives

- Collaborating with Business Leaders, Sales/ Marketing Directors and internal stakeholders to set-up the digital strategy and roadmap
- Driving innovation and introducing new solutions basis the requirements
- Rendering strategic recommendation and designing a framework for business units to achieve operational excellence and enhancement in customer experience
- Tracking market trends and assisting business with new strategies in the Digital and Consumer Experience domain
- Defining service standards and guidelines that act as benchmark for excellent service delivery; steering continuous implementation of changes

#### Significant Accomplishment:

- Played a key role in business expansion in AMEA region and capability building catering to the Aviation and the Enterprise segment
- Managed high visibility & high value projects along with a robust operating model and transformed the function from a cost plus to a profit generating business

**Accenture, Kolkata**  
**Team Lead**

**Feb'14 – Jan'16**

#### Significant Accomplishments:

- Rendered solution consultancy for Cloud-based applications, business analysis for the solutions
- Engaged in effort estimation & resource management for large scale Cloud-based projects for Fortune 500 Clients
- Managed pre-sales activities for Fortune 500 Clients

## PREVIOUS EXPERIENCE

**SDG Software India Pvt. Ltd., Delhi**  
**Project Manager**

**Sep'11 – Jan'14**

**Cognizant Technology Solutions, Chennai**  
**Senior Business Analyst**

**Feb'11 – Sep'11**

**SDG Software Pvt. Ltd., Delhi**  
**Senior Business Analyst**

**May'07 – Feb'11**

## TRAINING ATTENDED

- Level 1 French from Alliance Francaise du Bengale
- PMP

## PERSONAL DETAILS

**Languages Known:** English, Hindi, Bengali  
**Address:** Salt Lake, Kolkata - 700097