

Sanjay Ghosh

Project Management | Stakeholder Management | Vendor Management | Outsourcing | Operations | Client Account Management | User Experience

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Having over 8+ years of experience in Project/Program Management, Contract Management, Vendors/Partners Management, Client Account Management and Outsourcing Management for Global Marketing Solutions / Sales and Strategy Domain. Experience which includes Setting up Onshore and Offshore delivery centers across Asia and Europe Markets for different Business Operations Teams, Managing Quality Programs for Vendors/Partners teams and Vendor Transitions, Driving Outsourcing change initiatives and Managing Cross-functional teams / Stakeholders / Partner Agencies. Abilities in handling multiple priorities with ease. An out-of-box thinker possessing analytical abilities along with problem solving, presentation, Data analysis and interpretation skills in Business Operations.



Skills

- ◆ Project / Program Management ◆◆◆◆◆
- ◆ Stakeholder Management ◆◆◆◆◆
- ◆ Vendor Management ◆◆◆◆◆
- ◆ Outsourcing Planning / Management ◆◆◆◆◆
- ◆ People Management ◆◆◆◆◆
- ◆ Project Planning / Forecasting Risk ◆◆◆◆◆
- ◆ Client Account Management ◆◆◆◆◆
- ◆ Contract Management ◆◆◆◆◆
- ◆ Salesforce Integration (CRM Tools) | SQL ◆◆◆◆◆
- ◆ Microsoft Office Suit with Advance Excel (Google Suit) ◆◆◆◆◆
- ◆ Deep Dive Analysis ◆◆◆◆◆
- ◆ Google Ad words / Facebook & Instagram Ads ◆◆◆◆◆



Work History

Jun 2020 - **Project Manager - Corporate Technologies**

Current

Innoviti Payment Solutions Pvt Ltd, Bangalore, Karnataka

Role:

Managing corporate technology teams for APAC. Which includes project Initiation, Planning, Implementation, Monitoring / Controlling and Closure / deliverables.

Communicating relevant stakeholders and teams on the project progress.

Responsibilities:

- Initiating, Planning, Implementation, Monitoring / Controlling and Closure / deliverables of projects.
- Ensuring project delivery meets customer expectations regarding defined timelines, quality standards and the risks are managed.
- Communicated project plans and progress to key stakeholders, including project contributors, business, operational and technical resources.
- Developed project plans and managed project scope using methodologies to guide projects from conceptualization to implementation and maintenance.
- Managed design and manufacturing teams to build proprietary process equipment within aggressive cost and time constraints.
- Constantly tracked all customer issues logged into the tool and ensure timely resolution and closure before they get escalated to senior management.
- Provide MIS reports to management as and when needed in format required.
- Maintained and managed an active database of all existing customer project information and constantly got the same updated.
- Maintained tactical control of project budgets and timelines to keep teams on task and achieve schedule targets.
- Constantly working on improving performance and efficiency.
- Interfacing with Product, Sales and Management teams to ensure the customer feedbacks are immediately shared.

Sep 2017 - **Program Manager - GMS APAC**

Feb 2020

Google India Pvt Ltd., Hyderabad, Telangana

Role:

Managing Online Ads Operations for Google Market Solutions Team (i.e. Compliance & Pre-Clearance for New Businesses on the platform) and handling a team size of around 300 people (includes Employees and Partners).

Responsibilities:

- Managed day to day operations of partner teams / Clients in India which manages pre-clearance and compliance of new businesses coming to the Google Ads

platform by reviewing incoming volume, billing, budget forecasting, headcount required/forecasting, accesses, required training, project planning, Contract extensions / renewable and developing operational strategy.

- Directly handled escalations coming from partners / Clients / stakeholders and cross-functional teams to ensure compliance with all internal policies and procedures and recommending solutions for improving quality of deliverable and adherence to promised SLAs.
- Identified gaps in workflow and recommended process improvements, data quality and data migrations to deliver high quality performance and accuracy.
- Interacting with various business user groups, stakeholders, partners and cross functional teams for gathering the requirements for sales-force implementation and documenting the business and software requirements to prioritize business needs for making it a success.
- Created Forecasting reports, operations metrics and Dashboards for operational strategy and support model which includes outsourcing decisions and improvement of business processes.
- Monitoring overall workflow strategy, communicating updates, identifying and mitigating risk on a daily basis to meet delivery standpoint for Clients / Partners / Stakeholders.
- Monitoring SOPs and SOWs on a daily basis and making project reports for management and stakeholders/partners.
- Planned, managed and directed daily board operations to increase revenue and reduce costs through program success analysis.
- Identified profitable business leads and built pipeline of prospective customers.
- Facilitated the success of programs by improving dependency management and resource allocation across various programs and teams.

◆
Jun 2015 -
Sep 2017

Product Data Integrity Specialist - GMS

Facebook India, Mumbai, Maharashtra

Role:

Managed Online Ads Operations for Global Market Solutions - Small and Medium Businesses (SMB) Teams for both Facebook & Instagram ads.

Responsibilities :

- Managed day to day operations of partner teams in Asia and European markets which manages online Ad operations of small and medium business coming to the Facebook and Instagram Ads platform by reviewing incoming volume, billing, project budget forecasting, headcount requirement/forecasting, accesses, required training, project planning, Contract extensions / renewable and developing operational strategy.
- Interacting with various business user groups, stakeholders, partners and cross functional teams for gathering the requirements for sales-force implementation and

documenting the business and software requirements to prioritize business needs for making it a success.

- Directly handled escalations coming from partners with stakeholders and cross-functional teams to ensure compliance with all internal policies and procedures and recommending solutions for improving quality of deliverable and adherence to promised SLAs.
- Identified gaps in workflow and recommended process improvements, data quality and data migrations to deliver high quality performance and accuracy.
- Monitoring SOPs and SOWs on a daily basis and making project reports for management and stakeholders/partners.
- Created Forecasting reports, operations metrics and Dashboards for operational strategy and support model which includes outsourcing decisions and improvement of business processes.
- Worked closely with different cross functional teams and various external vendors for on boarding to managing their training and performance.
- Monitoring overall workflow strategy, communicating updates, identifying and mitigating risk on a daily basis to meet delivery standpoint for Partners / Stakeholders.
- Facilitated the success of programs by improving dependency management and resource allocation across various programs and teams.
- Created methodological and analytical reports tailored to specific project and client needs.
- Mapped processes to holistically examine business flow and identify improvement opportunities and Provided project-level analysis incorporating proposals and scope matrices.

◆ Jul 2012 -
Jun 2015

Senior Analyst - Client Account Management

Serco Global Service Pvt Ltd, Hyderabad, Telangana

Role:

Worked as a Project Planning Specialist for Google Maps Occupied Businesses to advertise on Google AdWords and Google Maps platform.

Responsibilities :

- Managed project forecasting for stakeholders, clients and partners to prioritize business needs for making it a success.
- Worked with onshore and offshore partner teams for setting up different delivery centers for meeting different delivery stand points.
- Worked closely with different cross functional teams and various external vendors for on boarding to managing their training and performance.
- Handled directly on escalations from different partners and stakeholders to ensure compliance with all internal policies and procedures and recommending solutions for improving quality of deliverable.

- Worked on building forecasting project budget and headcount requirement to ensure smooth and quality deliverable.
- Created cross benefit analysis to evaluate and assess project strength and areas of improvement.
- Resolved numerous project issues including staffing shortages, tactical matters, scope creep and divergent business, user and stakeholder/partner needs.
- Hands-on work with teams in identifying and resolving delivery risks with up-to-the-minute forecasts.
- Facilitated the success of programs by improving dependency management and resource allocation across various programs and teams.
- Continuously develop process improvements to increase efficiency and productivity of the partner teams.
- Created Quality and Production statistics on a daily basis.
- Supported and aligned efforts to meet business and customer needs.



Education

Apr 2008 - Bachelor of Technology: Electrical And Electronics Engineering
Apr 2012 *Jawaharlal Nehru Technological University - Hyderabad*