

Vasu Kharb

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🏠 New Delhi, India

CORE COMPETENCIES

Growth Strategy | Market Research | Go-to-Market Strategy | Project Management | Business Acumen | Leadership Qualities
Analytical Skills | Problem Solving | Technological Encyclopedic | Team Liaison | Strong Communication Skills

PROFESSIONAL EXPERIENCE

Business Development & Project Management | e.Gen Consultants Ltd.

Feb, 2020 – Present

New Delhi, India

- ➔ Successfully converting development-sector project opportunities funded by international donor agencies like World Bank Group, ADB, AfDB, etc. as well as government organizations of different countries through research & analysis, formation of multinational teams, and preparation of proposals
- ➔ Managing and liaison with teams of consultants (national and international experts) in order to facilitate efficacious coordination & timely delivery of key deliverables
- ➔ Monitoring and tracking progress throughout the project initiation, planning, execution, control, and closure phases
- ➔ Controlling and refining the quality of reports/deliverables/milestones prepared by the consultant team before submitting to the client/subcontractor
- ➔ Negotiating contract with the clients, consultants, subcontractors and relevant stakeholders
- ➔ Drafting cross-sector reports across continents for high-growth driven sectors having significant impact in socio-economic development

Project Consultant | Ipsos Business Consulting

July, 2019 – Dec, 2019

Gurgaon, Haryana, India

- ➔ **Growth Strategy**
 - Developed growth strategy for a leading Indian real estate company
 - Estimated current market size & assessed the segment wise demand as per volume & value, identified growth drivers and developed market forecast across leading segments by leveraging quantitative and qualitative data
 - Mapped consumer psycho-graphics and decision journey from awareness to purchase
 - Proposed systematic plan of action for short as well as long term growth areas in order to strengthen brand image & sustainably compete in the market
- ➔ **Market Entry Strategy**
 - Developed go-to-market strategy for the market leader in Indian mattress industry
 - Conducted market due diligence to understand market potential, competition and customers
 - Performed market opportunity assessment in terms of market size and key opportunity areas
 - Recommended strategic initiatives to maximize the growth by launching newer product portfolio to capture 25-30% of the target market

Summer Intern | Sony India

June, 2018 – July, 2018

New Delhi, India

- ➔ Drove the project “E-Learning at Sony India” of budget INR 3 million, to implement E-Learning using a LMS at Sony for all its 25+ branches PAN India
- ➔ Project proceeded through extensive market research and analysis along with process benchmarking, conducting meetings with Indian as well as overseas vendors & chat with decision makers of prominent companies to analyze their approach and building deeper understanding of the subject while focusing on ROI
- ➔ Managed and assisted the different programs/events for organizational development conducted at weekly basis at the Head Office & collated feedback from the employees for future recommendations for all branches
- ➔ Negotiated commercials & organized data of different training modules for FY18 & FY19. Toiled on quarterly internal magazine which received an overwhelming response from the company’s employees
- ➔ Received “Letter of Appreciation” by “National HR Head Sony India” for my tenure at Sony India

Business Development Intern | Laugh Out Loud Ventures Pvt. Ltd.

May 2018

Mumbai, Maharashtra, India

- ➔ Successfully pitched to high priority customers to triumph sales for LaughGuru (IITB Alumni startup covered in India Today, Hindustan Times etc.). Conversion rate of 80%+ in meetings, in top 1% of all interns for which awarded “LOR”
- ➔ Accomplished the objective of getting significant people to subscribe to one of the novel products & accountable for sales-marketing

Gurgaon, Haryana, India

- ➔ Assisted the marketing team in administrative tasks, maintaining and analyzing marketing data for future quarterly marketing planning for **better use of resources**
- ➔ Implemented market analysis & responsible for creating brand awareness
- ➔ Effectively **acquired new clients & partnerships**, forecasting **growth of 25%** in the company's business by end of the FY18

Team Leader | LIC India

Feb, 2017 – April, 2017

Rohtak, Haryana, India

- ➔ Developed **successful strategies** used by team to reach the objectives leading to **30%** higher conversion rate by agents in meetings.
- ➔ Monitored team's performance and supervised training to achieve at least minimum clients for all agents.
- ➔ Effectively managed the flow of day-to-day operations for active functioning and handled team's queries arising out of clients gathering.
- ➔ Designed **compendious reports** to convey progress results to the supervisor and received "**Appreciation Letter**" for my tenure.

EDUCATION**The Sanskriti School, Rohtak, Haryana**

2013 – 2015

- ➔ Completed my 10th securing **9.4 GPA** & 12th from this school
- ➔ Actively participated in various Inter-School Quizzes & Competitions.

Jamia Millia Islamia, New Delhi | Bachelor of Technology

2015 – 2019

- ➔ With 0.006% acceptance rate; Competed against 60k applicants to secure a seat in sought after 'Computer Science & Engineering' discipline from JMI, A Central University.
- ➔ Participated in fundraising and organizing college fests.

PROFESSIONAL DEVELOPMENT

Actively engaged in e-learning to gain knowledge and completed the following courses with **80% or above grades and certificate for each from the eminent universities.**

University of Pennsylvania

- ❖ **Business Analytics: Specialization** (Customer Analytics, Operations Analytics, People Analytics & Accounting Analytics)
- ❖ **Introduction to Marketing**

Macquarie University

- ❖ **Excel Skills for Business: Specialization** (Essentials, Intermediate I, Intermediate II, Advanced)

Indian School of Business (ISB)

- ❖ **Business Analytics and Digital Media**

Rice University

- ❖ **Finance for Non-Finance Professionals**

IIM Bangalore

- ❖ **International Business Environment and Global Strategy**
- ❖ **Introduction to Managerial Economics**
- ❖ **Introduction to Investments**

Columbia University

- ❖ **Introduction to Corporate Finance**

University of Illinois

- ❖ **Operations Management: Analysis and Improvement Methods**

EXTRA CURRICULAR ACTIVITIES & COMPUTER SKILLS

- Projects completed in graduation: Quiz Website and Chat Bot System.
- Platforms proficient in using: Windows, Android, iOS.
- Computer languages: HTML, C, C++, SQL, Java, Python
- Supervised construction of my recently built house.

Interests -> News, articles & informational videos covering- Success & failure of Businesses, Technology, Start-ups, PDAs (Personal Digital Assistants)

Lets Get In Touch!