

## NAINA DIWAN

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### SENIOR MANAGEMENT PROFESSIONAL

Over 18 year's successful experience providing strategic and operations leadership in unique challenging situations with proven ability to quickly analyse key business drivers and develop strategies to grow the bottom-line

A business leader, marketing & customer service professional with a high level of business acumen and experience in leading operations and B2B marketing. Expertise in planning, developing and executing operations with a daily mission to constantly nurture relationships of strategic, consultative, analytical, planning, and business development value. Track record of driving sales into new markets and accounts whilst developing successful key account and product strategies; Lead role in all RFQ / RFP bids, all facets of bid management and contract negotiations.

#### Areas of Excellence Include:

Leading Change	Developing New Business	Managing Budgets & P&Ls
Mapping and Tapping Key Clients	Growing Revenue & Profit	Creating Winning Business Plans
Techno Commercial Operations	Forming Strategic Alliances	Motivating & Developing Teams

#### SIGNIFICANT CONTRIBUTIONS

- Significantly contributed in establishing area/ regional strategies for achieving topline & bottom-line targets; involved in business planning and assessing revenue potential within business opportunities.
- Started and fuelled business operations by developing teams, mapping clients, starting operations in new regions; utilised expertise and acumen of identifying fruitful business opportunities.
- Expertise in improving existing lines of business & coming up with new business strategies / ideas, leading the implementation of the new lines of business & integrating them to boost existing business.
- Distinction of planning, directing, and coordinating the operational activities at the highest level of management with the help of subordinate managers.
- Profound sensitivity to multi national cultures and consumer behaviour with skills in interacting with customers from different nationalities, meeting their requirements through efficient customer handling skills as well as moulding the product plans according to their feedbacks for subsequent orders.

#### OCCUPATIONAL CONTOUR

Since Apr'97 with Accord Advertising Pvt. Ltd. as Marketing Director

##### Growth Path

Apr'97 - Mar'00	Executive Marketing
Apr'00 - Mar'03	Sr. Marketing Executive
Apr'03 - Mar'05	Head Marketing
Apr'05 - Mar'08	General Manager
Since Apr'08	Director

##### Key Deliverables

**Strategic Planning:** Assisting in formulating business plan for development in consultation with top management for organisational development. Formulating long term / short term strategic plans to enhance operations.

**Business Development:** Analyzing & reviewing the market response / requirements and communicating the same to the marketing teams for coming up new applications.

**Sales & Marketing:** Driving sales initiatives & achieving desired targets with overall responsibility of ROI. Exploring marketing avenues to effectively build consumer / customer preference & drive volumes.

**Market Communications:** Handling the trade communications and sales support across company clientele; evaluating and procuring media assets.

**Product Management:** Understanding overall operations for improvement of existing products with thrust on reducing product cost and based on market trends / requirements.

**Key Account Management:** Identifying prospective clients, generating business from the existing clientele to achieve business targets.

##### Significant Contributions

- Successfully procured major clients such as Colgate Palmolive (Rs. 10 crores), Prudential ICICI (Rs. 10 crores), Canara Robeco Mutual Fund (Rs. 2 crores), Croma (Rs. 3 crores), Tikona (Rs. 2 crores) and other regional clients.
- Credit of introducing campaign management programmes to facilitate periodic reporting to clients; created and executed innovations for client campaigns.
- Distinction of establishing the regional branches operations and the visual merchandising department.
- Holds the distinction of handling innovative campaigns for Tikona wherein the following were handled:
  - PAN India campaign across 32 towns was executed taking all the possible media available. This was done in 4 working days.

#### COMMENCED CAREER

- Sep'93 - Mar'97 with Bank of America, Mumbai - Customer Service Executive

#### SCHOLASTICS

- Master of Arts (Economics) from University of Mumbai in 1995.
- Completed film direction from Digital Academy, a two year course in 2009
  - Made a ten minute short film also titled "Thing called Love "

#### PERSONAL VITAE

Date of Birth : 10<sup>th</sup> December, 1974  
Languages Known : English, Hindi & Gujarati