

Ruby Dua Bhatia

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PROFESSIONAL SNAPSHOT:

A management professional, with over 18 years of experience across corporate and academics. Worked in leading brands managing top line responsibility through Direct Sales Team and Channel management to Strategic initiatives at National level to training students for Corporate. During the academic stint pursued business analytics (IIM- Lucknow & Indiana University) and submitted **PhD thesis** in May 2019 at **Aligarh Muslim University** in the area of Green Marketing. Presented paper on "A Conceptual framework for Green buying behavior; an emerging market perspective" at IIM-Ahmedabad. Written Research paper titled "**Developing a Framework to Understand Predictors & Antecedents of Green Buying Behavior in India: An Exploratory Study**" published by UGC approved *Asian Journal of Multidimensional Research*.

Currently working as Business Manager-Markets (HO) at **Fabindia Overseas Private Limited**.

Corporate/Industry Experience

Fabindia Overseas Private Limited (April 2019 – till date)

Launch, Expansion and Efficiency of Experience centers

- Part of PWC core team for EC launch Pan India.
- Catchment and feasibility analysis, process mapping, legal documentation, layout approvals.
- Coordination with internal stakeholders and partners for timely projects completions and launches.
- Launched and operationalized new 17 Experience centers (1, 43,000 sq ft area added).
- Driving retail sales efficiency in the Experience centers by training interventions, visual merchandising, marketing plans/events/ workshops, use of e-tablets etc.
- Monitoring Daily Sales Reports on Key performance indicators in Experience centers.
- Achieved Sales efficiency of 1606 from the experience centers.
- Achieved 45% growth in targets achievements from Experience centers in 2019-20 contributing to 27% of business in 2019-20.

Revenue driving initiatives (Outbound sales)

- Strategizing outbound sales, implementation of white glove services & RWA initiative.
- Tech integration and enablement across retail sale channel
- Drive New sales initiatives- Bespoke activation, Omni channel contribution.
- Rewards & Recognition across sales categories and segments

Channel partner engagement

- Channel partner onboarding, process alignment & standardization- Fabcafe, Organic India and Tugbug.
- Collaboration with key service providers for process excellence- Delhivery, Capillary technologies, Mastek, JLL etc.

Process Management

- Create SOP documentation for new processes and partners.
- Review, monitor best practices and revise the existing SOP for Store operations.
- Ensure compliance to the Sop protocols in the stores, along with the Audit Team.
- Ensure that stores are SOP compliant and driving the stores that are repeat defaulters.
- Strategy documentation for Frontline Sales Service
- Store operation and space planning during COVID lockdown.

ICICI Prudential Life Insurance Company Ltd. (Oct 2002-Sept 2009)

Strategic Initiatives (Project management)

- Implementation of the McKinsey Project for expansion in rural markets in India (through opening Micro-offices).
- Collaboration with cross functional team across Legal, Risk, Operations, Marketing, Administration and Sales function
- Aiding design of SOP, process mapping and implementation.
- Conceptualized and Implemented sales development initiatives at Zonal level - Rewards & Recognition programs
- Sales analytics & Reporting to the Sales Head.
- Launched campaigns for key partner engagement

Business Management (Sales Management)

- Team Management of Direct Sales Team (frontline sales) and Sales Managers
- Relationship Management with Channel partners (ICICI Bank and Corporate Agencies -India Infoline, Muthoot etc.)
- Stakeholder engagement through initiatives and Rewards and Recognition
- Manpower Planning and recruitment.
- Lead Management (Database management through LMS) and feedback to Marketing
- Training the team and Partners
- Increased branch and team productivity

Direct Sales

- Providing financial consultation and investment solutions, primarily based on insurance, to the High Net worth Individuals.
- Organizing Direct Marketing Campaigns in big corporates to facilitate sales.
- Client Servicing and advising them on switching, top ups, renewal premiums etc.

Academic Experience

Jaipuria Institute of Management (JIM), Indirapuram (Dec 2011-March 2019)

Jagannath Institute of Management Studies (JIMS) (Oct 2009 – November 2011)

Research Work

- Authored and presented paper on “A Conceptual framework for Green buying behavior; an emerging market perspective” at Indian Institute of Management, Ahmedabad (IIM-A) in January 2017. The abstract of this paper has been published as conference proceedings.
- Authored research paper titled "Developing a Framework to Understand Predictors & Antecedents of Green Buying Behavior in India: An Exploratory Study “published by UGC approved Asian Journal of Multidimensional Research in February, 2019.
- Presented Research Proposal on “Antecedents of green buying in India” in Doctoral colloquium at IMI, New Delhi in Feb 2016.
- Authored research paper “Environment, society or Promotion: what drives the green purchasing behavior of Indian consumers? “ in process.
- Pursuing PhD on “Antecedents of Green buying behavior: An Indian context” from Aligarh Muslim University (May 2015 –May 2019).Thesis submission in May, 2019.

Learning and Development

- Teaching Consumer Behavior, Sales Management and mentoring students.
- Curriculum management based on Gap Analysis for English speaking and personality development.
- Initiated the Student-Faculty mentorship program, which helped students in their SWOT analysis.
- Guided students in Research work during summer internships and dissertation writing.
- Pioneered Marketing events at the Institute to inculcate entrepreneurial skills among students and other Cultural Activities
- Trained students for Placements through mock interviews, role plays, debates etc.

Institutional and Industry engagement

- Leading member of committee responsible for organizing corporate summits, national and international conferences and seminars, faculty development programs.
- Spearheaded the Placement Strategy Team of the Institute and achieved 90% placement.

Education

Year	Details
2016-2017	Certificate Programme for Business Analytics for Executives from IIM, Lucknow and Kelley School of Business, Indiana University.
2015-2019	Submitted PhD thesis in Management from Aligarh Muslim University (Antecedents of green buying behavior: An Indian context) -May 2019.
2012-2015	Advanced Diploma in Management from AIMA, New Delhi.
2011-2012	B.Ed. from SNDT Women's University, Mumbai.
2000-2002	PGDM (Marketing & IT) from Balaji Institute of Modern Management, Pune (IIMM formerly) Full time.
1997-2000	B. Com (Hons) Delhi University

Conferences/Workshops/ Seminars/ Trainings

- Attended various Faculty Development Programmes on Advanced Data analytics using SPSS and AMOS at JIM, Indirapuram.
- Attended conferences and workshops on Online Digital marketing initiatives in Feb 2016 at IMI, Delhi and Afaqs.com.
- Participated in 10th National Research Conference, organized by AIMA.
- Participated in National conferences organized in Jaipuria Institute of Management.
- Landmark Graduate from Landmark Worldwide (Landmark Forum, Advanced and Self-expression Leadership Programme), February 2015- December 2015

Personal Details

Date of Birth : 8th Sept 1979

Marital Status : Married

Interests : Reading, Music, Zumba Fitness, Yoga, Running, Painting.