

PROFILE SUMMARY

- **Revenue & Store Productivity Strategist**, scaled business performance through conversion-led VM frameworks, contributing to **4x EBO growth (₹9 Cr → ₹36 Cr)**, improving **sell-through by 22%** and increasing **customer engagement by 40%** through data-driven in-store storytelling.
- **National Rollout & Retail Expansion Head**, led execution across **1,300+ counters, 70+ EBOs, 270+ exclusive stores, and 100+ LFR/MBO formats**, delivering façade transformations, rebranding programs, and 110+ new store launches with **zero trading disruption**.
- **Trade Marketing & GTM Execution Authority**, conceptualized and executed **25+ large-scale trade shows and national campaigns**, integrating 360° customer journey design, window strategy, exhibition layouts, and seasonal launch toolkits.
- **Execution Governance & Operating Model Architect**, institutionalized **scalable VM SOPs, planogram governance, and national rollout frameworks**, reducing campaign deployment timelines by **25%** while enhancing consistency and speed-to-market.
- **Budget, Cost & Vendor Governance Leader**, owned and optimized **₹14 Cr+ annual budgets**, driving **25%+ cost efficiencies** through vendor consolidation, ROI-led investments, and process standardization.
- **Cross-Functional Enterprise Partner**, collaborated with **CXOs, Buying, Planning, Marketing, and Operations leaders** to align brand ambition with commercial outcomes, supporting Blackberrys' scale-up from **₹450 Cr to ₹1,100 Cr**.
- **Large-Scale Team & Capability Builder**, led and developed **26+ regional leaders & 110+ VM champions**, building succession pipelines and high-performance teams across multi-city operations, fostering scalable growth & leadership continuity.

CORE COMPETENCIES

- Brand Experience Strategy
- Retail Channel Management
- Consumer Behavior Analytics
- Market Expansion Planning
- Execution Governance Models
- Talent Development and Succession Planning
- Cost Control Methodologies
- Change Management Practices
- Customer Engagement Strategies
- Trade Marketing Integration

EDUCATION & CERTIFICATION

- **ISB Executive General Management Program, 2025**
- **Post Graduate Diploma, Marketing & Human Resources, NMIMS, Mumbai (2016-2017)**
- **Post Graduate Diploma in Fashion Retail - Pearl Academy, New Delhi, 2010**
- **Executive Certification, Digital Advertising & Branding, MICA, Ahmedabad (2021)**

CAREER TIMELINE



WORK EXPERIENCE

Head - Visual Merchandising (Mid-Premium Portfolio) | Reliance Retail, New Delhi
Oct'2022 to Jun'2024

- Owned **visual merchandising and in-store brand experience** for **1,300+ John Players counters and 70+ EBOs**, supporting a **₹2,500 Cr+ annual business** across **EBO, MBO, and LFR channels**.
- Partnered with **marketing, buying, planning & operations** to deliver **conversion-focused retail execution**.
- Led **national windows, seasonal campaigns, rollout toolkits, planograms, and store layouts**, ensuring **consistent brand experience across formats**.

- Directed **end-to-end campaign execution** from concept to **on-ground rollout**, driving measurable impact on **engagement and sales**.
- Built **scalable visual merchandising frameworks** that balanced **national consistency** with **hyperlocal relevance**.
- Strengthened **vendor partnerships**, enhancing **cost efficiency, sustainability**, and operational accountability.
- **Led end-to-end marketing initiatives**, driving content strategy, creative development, and brand communication to enhance market positioning and audience engagement.
- **Executed high-impact trade shows and BTL (Below-The-Line) campaigns**, strengthening brand visibility, generating qualified leads, and supporting business growth objectives.

Head - Visual Merchandising | Blackberrys

Aug'2017 to Oct'2022

- Directed **visual merchandising and trade marketing** across **270 EBOs, 100 LFRs & 100 MBOs** Pan-India, driving **brand consistency & high-growth retail impact**.
- Conceptualized and executed **window displays, trade shows, and exhibition layouts** over **five years**, enhancing **brand visibility and consumer engagement at scale**.
- Delivered **25+ large-scale trade shows** with **360° end-to-end executions**, including **design, customer journey mapping, branding, and on-ground rollout**, resulting in **measurable engagement uplift**.
- Directed **façade rebranding for 270+ stores** from Tree to Phoenix logo with **zero operational downtime**, ensuring seamless brand transition.
- Led **110+ new store launches**, managing **layouts, façades, VM SOPs, and capacity planning**, enabling **rapid market expansion without compromising brand standards**.
- Built and led a **high-performing team of 26 regional and area VM leaders**, driving **execution excellence, national consistency, and leadership development pipelines**.
- **Managed end-to-end Trade Marketing**, driving channel promotions, distributor coordination, in-store visibility, and sales growth.

Regional Manager - Visual Merchandising | Raymond Limited

Aug'2014 to Aug'2017

- Led **VM strategy** across **110 EBOs and 300 MBOs** in **North India**, ensuring **consistent and compelling brand experience**.
- Developed and mentored **110+ VM champions**, driving **double-digit growth in engagement, conversion, and ATV**.
- Enhanced **regional VM capabilities and execution discipline**, enabling **scalable, high-impact retail operations**.

PREVIOUS WORK EXPERIENCE

Visual Merchandising Professional | Shoppers Stop

2011 to 2014

Visual Merchandising Associate | Future Group

2010 - 2011

PERSONAL DETAILS

Date of Birth : 18th January 1987
 Language Known : English, Hindi