

Khalid Kamal Rumi

Male, 36 years | Email: kkrumi@gmail.com | Cell: +918017999746 | Bengaluru, India | [LinkedIn](#)

Profile Summary

- MBA from IIM Indore with over **11 years** of experience in **Branding & Marketing**, Corporate **Strategy** and Management Consulting
- Excelled in delivering impact on high-visibility **business transformation** programs in both MNC and startup environments
- Exceptional **P&L** management track record of turning around struggling business units into profitable ones with accelerated growth
- Highly experienced in client & **stakeholder management** from shop floor to the CXO level. Possesses strong people skills and have rich exposure to working with clients, agencies and teams in the US, Australia, Germany, the UK, the Philippines and in all 4 corners of India
- Consistent **high performer** rewarded with Consulting Achiever Awards for 4 consecutive years
- Passionate about Strategy and Branding & Marketing and loves working on new & challenging assignments. Always in 'learning mode'

Professional Certifications

- **PMP®** (PMI - Project Management Professional)
- **Facebook** Blueprint Certified Digital Marketing Associate
- The Fundamentals of Digital Marketing - Google
- Social Media Marketing - HubSpot
- Six Sigma Black Belt – GreyCampus
- YouTube Creator Academy
- Advanced Google **Analytics**
- Content Marketing - HubSpot
- **Google Ads**
- Amazon Advertising
- Twitter Flight School
- Email Marketing - HubSpot

Impex (KCM Appliances)	Bengaluru	Vice President – Strategy & Marketing	Feb 2020 – Present
------------------------	-----------	---------------------------------------	--------------------

- Impex (KCM Appliances) is a Consumer Electronics & Home Appliances startup with growing presence in India and Middle East
- Holding **P&L responsibility** for India business. Leading **4 departments** with 10 direct and 40+ indirect reportees

Corporate Strategy Head | Brand & Category Head | Marketing & Communications Head | E-commerce Head

- Set-up **Integrated Business Planning** process. Program managed the implementation rollout for 60+ high priority strategic initiatives
- Reformulated **brand portfolio** strategy, developed brand guides, and redefined brand value proposition and **positioning** across brands
- Rationalized **product portfolio** across 40+ product groups in 3 categories: Home Entertainment, Household and Kitchen Appliances
- Revised Go-to-market (**GTM**) and **pricing** strategy resulting in improvement in both market competitiveness and profitability
- Undertook **market research** to gather Voice of Stakeholders (VOS) and refined offerings for customers and channel partners accordingly
- Meticulously designed & implemented **Sales Promotion** & ATL, BTL and Digital **Marketing Calendar**, achieving sales & marketing goals
- Turned around the **E-commerce** business, making it profitable for the first time by significantly improving performance on key metrics

V-Guard Industries Ltd	Kochi (Corporate HQ)	Senior Manager – Strategy	Dec 2016 – Jan 2020
------------------------	----------------------	---------------------------	---------------------

- V-Guard is a public-listed Rs 3000 Cr Consumer Electronics & Electrical Goods company with market leadership in multiple categories
- Advisor to CEO/MD, COO, and Heads of Strategy, Sales & Marketing, Supply Chain and Customer Service functions

Corporate Planning & Implementation

- Set-up **Strategic Planning** process at V-Guard, enabling organization's long-term direction setting encompassing: Corporate Strategy | Category Strategy | Functional Strategy | Digital Strategy
- **Program Managed** implementation of more than a dozen high impact, high visibility, cross-functional **Strategic Initiatives**

Category Management

- Led the **Business Turnaround** of Inverter Battery category which was making losses for 10 years. Successfully diagnosed the root causes, and re-modelled the entire business, resulting in positive EBITDA for the category for the first time since inception

Sales & Marketing Transformation Program

- Accelerated sales, and gained & defended market share in key product categories by revamping the Go-To-Market (**GTM**) strategy
- Refined the Sales & Marketing playbook by undertaking both Qualitative & Quantitative primary **Market Research** – Customer Surveys, Retailer Surveys and Competition Benchmarking studies, and by taking inputs from secondary research on customer & technology trends
- Enabled profitable utilization of BTL budget on In-Store Promoters in Modern Trade by developing an intelligent resource allocation tool
- Boosted **Sales force effectiveness** and strengthened **Channel engagement** through successful national rollout of **Salesforce CRM**

Customer Service Transformation Program

- Raised after-sale service performance to best-in-class by restructuring and establishing the new **Service Delivery Model** pan India
- Upgraded the **Quality of Customer Service** technicians through pilot launch and scale-up of V-Guard Skill Development Initiative

Business Model Innovation

- Activated Startup collaborations across the value chain that boosted **Open Innovation** in products and business processes

New Product Development (NPD)

- Built organizational capability to gather early feedback from market on **New Product Launches** through Field & Customer Validations

Cognizant Business Consulting	Kentucky (US) Kolkata	Sr. Business Consultant (Manager)	Jun 2012 – Sept 2016
--------------------------------------	--------------------------------	--	-----------------------------

- Cognizant Business Consulting (CBC) is the Management Consulting wing of US-based Cognizant
- **Highest Rated Consultant** in Retail & Hospitality Practice in 2015. Got **Promotion** in 2016
- **Key Skills & Exposure Gained:** Requirements Elicitation & Analysis, Industry Analysis, Market Research, Competitive Benchmarking, Business Case Development, To-Be Solution Design and Vendor Evaluation

Management Consulting and Project Management

1. Orchestrated Digital Transformation at world's third largest Pizza chain

- Designed an omnichannel Sales Promotion Management solution and revamped Back-of-House Business processes and applications for **4000+** corporate and franchise stores. Supervised the integration project spread across the **Philippines, the US and India**
- Achieved over 10% reduction in Call Centre and Financial Reconciliation issues, significant improvement in Customer Satisfaction and higher Operational Efficiency at stores

2. Opened new Digital Revenue channels for a leading US based Restaurant chain

- Devised from scratch Online and Mobile Ordering capabilities like Group Ordering, Future Ordering and Digital Coupons
- Led to 5% **increase** in To-Go **sales**, and significant improvement in Order Fulfillment Efficiency, Customer Satisfaction and Loyalty

3. Digitalized business processes for a major UK based Facilities Management firm

- Empowered client to pursue **inorganic growth** aspirations by facilitating a real-time **single view of business** across acquired entities

Business Development (B2B)

- Developed **Thought Leadership** and **Consulting Assets** that gave competitive edge in bids and reduced client engagement costs. Prepared **winning responses** for several client **RFPs & RFIs**

SAP Labs	Gurgaon	Consultant Development	Jun 2008 - Jan 2009
-----------------	----------------	-------------------------------	----------------------------

- Developed a novel **energy prepayment ERP** solution for the UK market at **SAP's 2nd largest R&D center**

Accenture	Mumbai	Software Engineer	Jun 2006 - May 2008
------------------	---------------	--------------------------	----------------------------

- Implemented SAP ERP and CRM solutions for Australia's leading energy company (**biggest Utilities project** in Accenture history)

Education

- Post Graduate Diploma in Management (MBA) Indian Institute of Management (**IIM**) Indore (2010-2012)
- B. Tech (Electronics) Aligarh Muslim University (2002-2006)

Academic Achievements | Positions of Responsibility

- National Finalist in prestigious **Business Leadership, Strategy & Marketing competitions** in IIM Ahmedabad, XLRI Jamshedpur and TAPMI
- Award winning articles **published** in business magazines of IIM Indore, NITIE, IIM Shillong, IIT Kharagpur, MBASchool and CoolAvenues
- **Editor-in-Chief** - *Management Canvas* | Organizing Committee Member - Indian B-School League (IBL) | Charter Member – AIESEC