



VIPUL KUMAR

Manager- Operations & Strategy, DS Group

Acknowledged Professional with total 4.5 years experience with hands-on experience in Operations, Strategy, Project Management, Product Management and IT Consultancy roles, in FMCG and IT Industries

8210318766

verma.vipulkr@gmail.com

linkedin.com/in/vipul-kumar-322929a1

Experience

DS Group, Noida

Manager- Operations & Strategy (Apr'19 – Present)

- Designed and implemented **O2R (E-commerce based distribution) model** in Urban and Rural Noida and Ghaziabad, generating monthly turnover of INR 1.9+ Cr
- Designed Process Framework for Inventory Management, Safety Stock, Demand Forecasting at the FCs, using Analytical tools
- Devised **Product strategies** for the O2R E-commerce Portal and Order Management Portal and Apps
- Performed **Vendor Management** for managing IT Infrastructure developer and delivery partners
- Monitored Project Performance through KPIs for formulating business strategies
- Assisted Business Head in planning and utilisation of sanctioned project budgets on operational components
- Superheaded e-auctions using **SAP Ariba Sourcing Module**, increasing savings by 11%
- Coordinated for Ariba Integration project with SAP HANA at DS Group
- Developed **Market Intelligence Framework** for tracking T&R and Spices products' reach and trade schemes in the market and assist management in taking business decisions like SKU wise market placement, margin decisions and new product launches

Tech Mahindra Limited, Mumbai

Software Engineer (Jun'14 – Apr'17)

- Developed RTM (Requirement Traceability Matrix) and Test Cases for the project modules
- Drafted and executed High Level Test Cases (HLTCs) and Detailed Test Cases (DTCs)
- Performed Functionality, Regression, UI/UX and UAT Testing
- Defect Management using HQ QC Tool in coordination with Development and Support teams

Internship

Woovly India Pvt. Ltd., Bengaluru

BD and Product Management Intern (Apr'18-May'18)

- Coordinated with the content and marketing teams to develop the Product strategy for the Website and App
- Developed the Influencer Marketing Plan resulting in increase of Engagement levels by 300%

Education

MBA	IIM Raipur	2019	6.67
B. E.- Mechanical Engineering	YCCE Nagpur	2014	7.45
Class XII	DPS Varanasi	2010	70.6 %
Class X	JNS Azamgarh	2008	89.9 %

Awards & Achievements

- Finalist in Tata Steel's Annual Business Challenge **Steel-a-thon**, among the top B-Schools (Nov'18 and Oct'17)
- National Finalist in **V-Guard Big Idea Contest 2018**, among Top 20 out of 689 teams from top B-schools across India (Sep'18)
- Quarter Finalist in **Global Marketing Competition (GMKC)**, organized by ESIC Business School Spain, out of 2150 teams (Jul'18)
- Runner up in Business Standard Quiz Competition held at IIM Raipur (Aug'17)
- Published paper in **IJERT** titled "Experimental analysis of effect of different filler rods on Mild steel by SMAW Welding" (Apr'15)

Positions of Responsibility

- Core Team Member in **Prayaas**, city level Marathon event organized by IIM Raipur (Nov'17- Mar'19)
- Senior Executive Member of **PIXEL, the Digital Media Club** of IIM Raipur (Aug'17- Mar'19)
- Event Management Committee Member in **YASH 12.0- Annual Fest of YCCE Nagpur** (Jan'12)

Skills / Tools

- MS Office
- Tableau
- R/ Python
- SAP Ariba/ HANA
- Operations/ Supply Chain Management

Certifications

- Supply Chain Management Professional by CII
- Business Analytics Professional by VSkills