



M.JAIVENKAT

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VALUE ADDITION

- Primarily responsible for providing financial solutions to priority customers and ensuring value added services are identified.
- Responsible for increasing liabilities size of relationship via balances in accounts of existing customers and enhancing customer profitability by capturing larger share of wallet.
- Deepen the existing relationships by cross selling of Bank's products and Services / third party investment products.
- Ensured that the customers are sufficiently educated / leveraged on the best financial solutions.

CORE COMPETENCIES

- Business Development
- Client Relationship Management
- Digital & Direct Marketing
- Team Management
- Strategic Planning
- New Product Management
- Go to Market Strategy
- Market Penetration
- Training & Development
- Channel & Partner Management

EXECUTIVE SUMMARY

Demonstrated excellence in formulating and implementing tactical initiatives to achieve strategic business goals; resourceful in establishing a reliable and effective network of clients and partners to escalate sales levels. Proven expertise in major account management, trade service, financial sales, investments and other financial aspects, Vasudevan is recognized as a skilled strategist who transforms plans into workable solutions through appropriate use of financial acumen and business strategies for building better relationships with stakeholders. Skilled in collaborating with the key decision makers, achieving consistent success, and creating client segment-based value propositions.

Within his current role, in L&T, Vasudevan extends his leadership primarily in Partnering and Collaborating with product Business Managers, Controllers and Other Finance Teams when working on various BAU's. As a part of his past role in Axis, he leveraged his expertise in providing financial solutions to the Priority customers and ensuring value added services. Responsible for increasing liabilities size of relationship via balances in accounts of existing customers and enhancing customer profitability by capturing larger share of the wallet.

He has been identified as a leader who deepens existing relationships by cross selling of Bank's products and Services / third party investment products. Increasing customer engagement through other non-investment products like Forex, Remittances, Loans, etc. to the new and existing customers, he ensures that his customers are leveraged the best financial solutions.

RECOGNIZED FOR ACROSS HIS TENURE

- Managing production of Key month-end reports like EMR packs, Performance reports etc. for senior management.
- Supporting key business initiatives for various lines of businesses and products that contribute to future growth.
- Identifying business drivers and funding requirement of business entities pertaining to SME and Mid Corporates along with providing support in making Working capital assessment decisions.
- Acquiring and managing a team of business developers for onboarding new-to-bank relationships across diverse segments across SME clients.
- Proactively identifying the opportunities to structure innovative solutions and cross-sell the full range of products tailored to customer needs and requirements, increasing share of wallet.
- Participating in risk assessment of the clients and management activities.
- Reviewing and recommending improvement to portfolio strategies.
- Negotiating with clients and maintaining productive and positive client relationships along with developing marketing plan to meet revenue goals.
- Administering the due diligence and appraisal of corporate in the SME Segment of the Bank, followed by continuous monitoring and preserving asset quality.
- Identifying business, operational and financial risks of portfolio clients and developing remedial actions.
- Ensuring that client portfolio management activities are in compliance with company policies.

WORK EXPERIENCE

Since October 2015 | L&T

Manager – Financial Solution and Distributor Management

Achievements:

HDFC, one among the largest distributors for L&T, remained at the lowest ever market capture in 2014, recording a 1.5% market share. Steered efforts to turnaround business and propel goals, resulting in HDFC reigning with a:

- 3% market share in 2015
- 5.5% market share in 2016
- 6.5% market share in 2017
- 8.23% market share in 2018
- Increased SIP market share from less than 1% to 12.5% in March 2019

KRA's

Lead a team that supports Management Reporting, Analytics, Costing, Business Management, Planning and Forecasting. Respond to adhoc business queries and analysis within the distributor market. Key responsibilities will include

- Creating key month-end reports like EMR packs, Performance reports etc. for senior management.
- Supporting ad hoc requests for expense / revenue analysis and reviews like QBR- s, OC reviews etc.
- Representing F&BM function with business across sales and products function.
- Assisting with day-to-day oversight of the finance team member across deliverables by acting as a partner while providing guidance and support.
- Proactively developing the team and allocating / matching resources to get the best results.
- Identifying and driving continuous improvement initiatives like sound planning & forecasting of revenues & expenses
- Ensuring controls agenda is met by providing support and oversighting during month-end (including flows, book of business, expense, scorecards etc.,)

Sales, Distribution and Strategic Partnerships.

- Developing direct and indirect sales channels to increase business, competitive advantage while expanding customer base and market share.
- Streamlining and developing processes for smooth sales management and reducing costs associated with running operations while enhancing portfolio quality.
- Focusing on sales management processes and best practices.
- Ensuring adherence to audit and regulatory guidelines in all the business processes through appropriate control & tracking.
- Participating in key decisions as a member of the executive management team.

Process Improvement

- Identifying automation opportunities in process to increase productivity of agents/partners and improving their experience.
- Implementing best practices and driving innovation on ground.
- Managing customer life cycle and on boarding and claims.

Product Development

- Providing inputs on product development aspects to check the feasibility and pricing of products by analyzing trends, competitors actions, market needs etc. to remain competitive.
- Liaising with product development and launch of new initiatives.
- Defining the go to market strategy.

Team Development

- Leading the team in their day-to-day activities to ensure smooth business as usual.
- Targeting, recruiting, & training the team members and acquainting them with the knowledge of policies and products.
- Establishing clear performance expectations and regular performance review system for the team.
- Creating succession planning within the team for all levels – from frontline to top levels.
- Controlling attrition.

April 2014 to October 2015 | AXIS BANK

Deputy Manager (Priority Banking), Chennai

Achievements

- Improved Mutual fund business of the branch from Rs.50.00 lacs to Rs.5.00 crores through existing customer base.
- Received best performance award for achieving the Insurance portfolio target.
- Increased my portfolio from Rs.4.50 crores to Rs.8.00 crores during last one year.

KRA's

- Formulate compelling CVP for the best in class Priority Banking services, design & roll out sub segments programmes with internal & external stakeholders.
- Design and implement strategies to activate and deepen Priority client relationships, improve portfolio quality & product penetration. Leverage Retail Analytical models to accurately target sub segments, design penetration plan & track portfolio performance.
- Understand market dynamics (from client to product perspective) & business dynamics of High Value Segment (across acquisition, portfolio revenue / footing / PPC (Product Per Client), relationship outflow / leakage, attrition, sales / service model, sales productivity, etc.) to formulate business model and segment strategy.
- Optimize portfolio by Qualified & Unqualified clients management & Upgrade & Downgrade management.
- Manage Hidden Priority upgrades via / Personal Banking & to mitigate outflow of Qualified PB clients.

Aug 2010 – Apr 14 | TATA ASSET MANAGEMENT COMPANY LTD

Assistant Manager (Banking Retail channel), Chennai

Achievements:

- Activated and derived results out of dormant distributors by implementing strategic distributor activation plans.
- Facilitated Seminar and presentations for Distributors on behalf of the company.
- Handed over large Banking and PCG counters like ASK wealth, Centrum wealth from April 2013.

July 2008 - Aug 2010 | AIG INVESTMENT

Area Sales Officer (Banking and ND Channel) , Chennai

Achievements:

- Carried out the distribution of mutual fund through NDs Like integrated, Blue chip, Bajaj capital and for banking HDFC, ICICI, AXIS etc.

Academic Qualifications and Certifications:

2008

MBA in finance and marketing from Vel s college of Management and Science, Chennai

2005

Bachelor Of commerce from SRM arts and science

Years

NISM's Mutual Funds Module (Advisors Module) IRDA