

Akash Tripathi

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Sales & Operations, Problem-Solving, Customer Experience, Team Management, Strategic Partnership, Alliances

CAREER PROFILE

Results-driven professional with nearly 7 years of experience as an accomplished individual contributor and leader. Experienced in the dynamic start-up ecosystem, contributing to the 0 to 1 journey. Possess a strong educational background with a B.Tech degree in Mechanical. Adept in leading strategic partnerships and driving exceptional customer experiences.

AREAS OF EXPERTISE

- **Relationship Building:** Cultivating and nurturing positive business relations to enhance customer satisfaction metrics.
 - **Strategic Planning:** Making a strategy that aligns with the basic revenue models, P/L, and cost-to-completion projections and making business decisions accordingly
 - **Leadership and Team Development:** Inspiring and mentoring team members to achieve optimal performance and desired outcomes.
 - **Recruitment and Supervision:** Establishing targets, providing guidance, and ensuring their successful attainment.
 - **Process Improvement:** Implementing streamlined workflows and fostering a collaborative work environment to maximize productivity.
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PROFESSIONAL EXPERIENCE

1. Alliance & Partnership Manager - CupShup: Marketing Company (September 2022 - Present)

Reporting to Alliances & Partnership Head

- **Alliances Planning:** Contributing to the business growth by expanding our network of alliances and avenues by 60% to execute impactful marketing campaigns.
- **Strategic Initiatives:** Implemented innovative strategies to boost sales by 40% and enhance customer services, driving overall business growth by 20%.
- **Team Leadership:** Lead a high-performing team of 4 professionals, defining key result areas (KRAs) and key performance indicators (KPIs) to align with organizational goals.
- **Customer Relationship Management:** Build and maintain strong relationships with clients, ensuring exceptional service delivery and cultivating customer satisfaction.

2. Senior Manager - DOCON TECHNOLOGIES PVT LTD: HEALTHCARE START-UP (August 2017- August 2022)

Reporting to Director of Strategic Partnerships & Customer Experience

- Operations Management: Identify growth opportunities, and achieve targets of reaching 5,000 doctors by December 2022. Forge strategic partnerships, coordinate with pharma partners, and contribute 30% of overall lead generation to the organization. Ensure active usage of the platform by over 70% of doctors.
 - Launch and Team Management: Successfully launched operations and managed teams in Pune, Kolkata, and Ahmedabad. Collaborated with cluster heads to ensure smooth and timely onboarding of doctors. Conducted training for 100+ doctors in Delhi NCR, leading to a significant shift in their habits.
 - Virtual Onboarding: Define and implement streamlined virtual signups and training sessions, resulting in a 50% success rate improvement.
 - Service Enhancement: Gathered feedback from doctors to enhance service quality, resolved hardware-related issues promptly, and reduced turnaround time (TAT) from 10 days to 3 days.
 - Team Leadership: Directed a team of 10 skilled professionals, establishing KRAs and KPIs to align with organizational objectives.
 - Training and Process Improvement: Provided comprehensive training to operations and sales executives on virtual and on-ground products. Introduced new processes to minimize loopholes and improve operational efficiency.
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EDUCATION

- B.Tech in Mechanical from SRMCEM, Lucknow in 2016
 - Intermediate from Dr. Rizvi Learner's Academy – CBSE Board in 2011
 - High School from Dr. Rizvi Learner's Academy – CBSE Board in 2009
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