



# Mohnish Jaiswal

## Profile Summary

With nearly a 13 years of progressive experience, I've honed a diverse skill set that spans supply chain management, strategic planning, and operational efficiency. My journey, which began in 2009, has evolved significantly, culminating in my current role as a senior executive. Over the years, I've led transformative initiatives, pioneering substantial resource savings, operational cost reductions, and significant revenue growth. I possess a keen ability to identify opportunities for process improvement, implement complex systems, and collaborate seamlessly with cross-functional teams. Furthermore, my roles have been marked by my commitment to enhancing operational efficiency, streamlining operations, fostering revenue growth, and demonstrating strong leadership.

## In my career, I've excelled in

- **Supply Chain Management:** Strong track record of optimizing supply chain operations, leading to cost savings and improved efficiency.
- **Strategic Planning:** Identifying and implementing strategies for process improvement and growth has been a consistent theme in my career.
- **Operational Efficiency:** Consistently driven operational efficiency by implementing complex systems and procedures.
- **Leadership:** Leading, building and inspiring results and revenue driven teams, with common goals and surpass expectations.
- **Cross-functional Collaboration:** Working with diverse teams and fostering collaboration to achieve common goals.
- **Process Improvement:** Identifying and implementing process improvements has resulted in significant savings and growth.
- **Revenue Growth:** Demonstrative track record of fostering revenue growth through strategic planning and operational enhancements.

My rich diverse experience reflects my commitment to innovation, collaboration, and strategic thinking, making me a valuable asset in any industry.

## Work Experience

### Since April 2012 | BYJU'S, Bangalore

#### Growth Trajectory:

#### July 2020 - Current Vice President - Supply Chain & Revenue Operations

During my tenure as Vice President, I made significant contributions to BYJU'S, including substantial annual resource savings of INR 80mn, a reduction in operational costs by 12%, improved goal achievement rates by 18%, and a remarkable three-fold increase in top-line revenue growth. These achievements have had a profound impact on the company's efficiency, cost-effectiveness, and overall financial performance.

- **Process Improvement:** Identified opportunities to enhance business process flows and productivity, resulting in a remarkable resource-saving of 40%. This involved analyzing existing workflows, implementing changes to make them more efficient, resulting in an annual savings of INR 60mn.

## Contacts

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## Career Timeline

- **BYJU'S, Bangalore | Since April 2012**
  - July 2020 – Current  
Vice President - Supply Chain & Revenue Operations
  - April 2017 - June 2020  
Assistant Vice President - Supply Chain
  - January 2016 - March 2017  
Senior Manager – Operations
  - January 2015 - March 2017  
Senior Business Development Manager
  - April 2012 - January 2015  
Business Development Manager
- **Hero MotoCorp**
  - July 2009 - April 2011  
Territory Manager

## Skills Portfolio

- Supply Chain Management
- Strategic Planning
- Operational Efficiency
- Cross-functional Collaboration
- Process Improvement
- Revenue Growth
- Process Improvement
- ERP Implementation
- OKR-Based Quarterly Planning

- **ERP Implementation:** Through effective stakeholder management, I successfully orchestrated the implementation of ERP modules across various functions, encompassing Sales, Finance, and Student Experience. This strategic stakeholder engagement played a pivotal role in ensuring a seamless transition to the new ERP system and has been instrumental in sustaining its ongoing success.
- **OKR-Based Quarterly Planning:** Introduced OKR-based quarterly planning across various verticals within the organization, including Supply Chain, Platform Product Management, Student Experience, and Business Planning. This goal-setting framework helped align teams with the company's objectives and improved goal achievement rates by 35%.
- **Collaboration for Top-Line Growth:** Played a critical role in achieving a three-fold increase in top-line revenue growth, by fostering collaboration with different business functions. This collaboration extended to business development, finance, post-sales, and technology teams, resulting in the successful realization of the company's growth targets.
- **Revamped Go-to-Market (GTM) Strategy:** Successfully introduced four distinct product categories, resulting in an impressive INR 30 billion in revenue. Key components included Product Marketing, Sales Communication, Platform Readiness, KPI Alignment, and Stakeholder Management.

## April 2017 - June 2020 | Assistant Vice President - Supply Chain

During my tenure as Assistant Vice President at BYJU'S, I led several impactful initiatives, recording a 300% increase in order handling capacity, the introduction of a Payment Management System, and the implementation of automated dispatch and delivery systems. Additionally, my contributions in the realm of business finance resulted in the management of an AUM portfolio exceeding INR 6bn and the development of a streamlined Loan Management System. These achievements greatly enhanced operational efficiency and contributed to the organization's financial success.

- **Department Establishment:** Established the Supply Chain department from the ground up to streamline the end-to-end process of order fulfilment and logistics.
- **Order Handling Enhancement:** Within just six months, successfully scaled order handling capacity by a remarkable 300%, improving operational efficiency and customer service.
- **Payment Management System:** Innovatively implemented a Payment Management System by integrating payment gateways, optimizing the order placement process for a seamless customer experience.
- **Automated Dispatch & Delivery:** Revolutionized logistics with the integration of an automated dispatch and delivery management system through API-based collaboration with multiple 3PL logistics providers.
- **Consumer Financing Success:** Spearheaded the implementation of a Consumer Financing Vertical through strategic partnerships with six financial institutions. This initiative resulted in managing an Asset Under Management (AUM) portfolio exceeding 600 crores within one year.
- **In-House Loan Management System:** Developed an in-house Loan Management System for efficient data integration with financial institutions, enabling streamlined support for customers in their loan application and repayment processes.
- **SOP Development:** Spearheaded the development of comprehensive Standard Operating Procedures (SOPs) covering the entire Supply Chain lifecycle, from sourcing to collection. This initiative ensured a well-organized and highly efficient workflow, optimizing operations under normal circumstances. Additionally, I integrated crisis management protocols into these SOPs, creating a logical flow to address unexpected challenges swiftly and effectively. This comprehensive approach not only bolstered our day-to-day operations but also equipped us to respond seamlessly to crises, safeguarding our supply chain's resilience.

## January 2016 - March 2017 Senior Manager – Operations

During my tenure as a Senior Manager of Operations, I made significant contributions to BYJU'S, including the successful implementation of an e-commerce order fulfilment process, an 8x increase in order processing capacity (from 175 to 1,500 orders per day in just three months), and the improvement of the Order Management System through collaboration with an external vendor. These achievements greatly enhanced the efficiency and scalability of order processing, ultimately benefiting the organization and its customers.

- **E-commerce Process Implementation:** I successfully implemented the e-commerce order fulfilment process for the BYJU'S Learning App, aiming to provide a seamless experience for app users when ordering educational products and services.
- **Order Management System Enhancement:** I led the implementation of an advanced Order Management System, designed to streamline operations and accommodate a significant scaling effort. Within just three months, we achieved an outstanding 8x growth in order processing capacity, increasing it from 175 to 1,500 orders per day. This achievement significantly enhanced the organization's capability to serve its customers.
- **Platform Management:** I oversaw the platform management of the Order Management System and collaborated with an external vendor. This collaboration played a pivotal role in enhancing system compliance and reducing manual intervention in the order fulfilment process, further improving operational efficiency.
- **Go-To-Market (GTM) Involvement:** I was actively involved in Go-To-Market (GTM) activities, contributing to strategic efforts to launch and promote products and services, ensuring a successful market entry and customer adoption.

## January 2015 - March 2017 | Senior Business Development Manager

As a Senior Business Development Manager, I spearheaded the expansion of BYJU'S by establishing 7 offline study centers in Greater Chennai. I drove substantial revenue growth through academic operations SOP, benefiting over 1400 students. My emphasis on post-sales student experience and market research bolstered BYJU'S in the education sector, enhancing its growth and success.

- **Expansion of Offline Study Centres:** Led the on-ground execution of establishing 7 offline study centres catering to K-12 students in the Greater Chennai Region. This initiative aimed to provide students with convenient access to educational resources.
- **Revenue Growth:** Successfully achieved a substantial revenue growth of INR 40Mn within two years for the K-12 segment. This achievement highlighted the effectiveness of the strategies implemented during my tenure.
- **Academic Operations SOP:** Created and implemented Standard Operating Procedures (SOP) for academic operations, benefiting over 1400 students across grades 8th to 11th. This SOP ensured a structured and effective learning environment.
- **Post-Sales Student Experience:** Managed post-sales student experience, including revenue operations. This involved ensuring a positive and supportive experience for students and parents, which is crucial for long-term success.
- **Market Research:** Conducted market research to analyse the competition and position BYJU'S offerings effectively. This research likely contributed to strategic decision-making and differentiation in the market.

## April 2012 - January 2015 | Business Development Manager

I joined as a Management Intern in 2012 and climbed up the ladder. During my tenure as a Business Development Manager, I played a pivotal role in expanding BYJU'S presence in the Delhi-NCR region by creating 9 offline study centers. Additionally, I created and implemented academic operations SOPs, which enhanced the learning experience for over 1000 students. My focus on post-sales student experience and revenue operations ensured that students received the support they needed and contributed to the overall success of the organization in the region.

- **Expansion of Offline Study Centres:** Led the successful on-ground execution of establishing 9 offline study centres in the Delhi-NCR region. These study centres aimed to provide accessible and quality education to K-12 students.
- **Academic Operations SOP:** Created and implemented Standard Operating Procedures (SOP) for academic operations, benefiting over 1000 students across grades 8th to 11th. These SOPs ensured a structured and effective learning environment.
- **Post-Sales Student Experience:** Managed the post-sales student experience, including revenue operations. This role involved ensuring a positive and supportive experience for students and their families, which is essential for long-term success and customer satisfaction.

## July 2009 - April 2011 | Hero MotoCorp Territory Manager

During my tenure as a Territory Manager at Hero MotoCorp, I played a pivotal role in ensuring the smooth operation of the service division across 17 service outlets. My success in high spare parts sales and the implementation of CRM and DMS activities had a significant impact on customer service, revenue growth, and operational efficiency within the territory. This demonstrated my ability to contribute to the success of the company in various key areas, from sales to customer relationship management.

- **Service Division Management:** Oversaw the efficient operation of the service division at 17 service outlets, consistently ensuring high service standards, customer satisfaction, and the timely resolution of service-related issues.
- **Spare Parts Sales Excellence:** Demonstrated exceptional sales performance in the distribution of automobile spare parts across the service outlets. This accomplishment significantly contributed to revenue growth, expanding the company's market share and profitability.
- **Customer Relationship Management (CRM):** Successfully implemented a comprehensive suite of CRM activities and strategies. These initiatives were designed to foster strong customer relationships, enhance customer satisfaction, and build lasting trust with clients, ultimately resulting in higher customer retention and loyalty.
- **Dealer Management System (DMS):** Led the successful implementation of a state-of-the-art Dealer Management System (DMS) across the territory. This system streamlined dealership operations, improving efficiency, enhancing transparency, and elevating dealer-customer interactions to new levels of excellence. The DMS implementation played a pivotal role in ensuring seamless operations and top-notch customer service.

## Academics

- 2013-03: MBA: General Management, Operations, Product Design | Indian Institute of Management - Bangalore
- 2009-05: Bachelor in Engineering: Electrical And Electronics Engineering | Manipal Institute of Technology – Manipal