

INDRANI MAITRA

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<https://www.linkedin.com/in/indrani-maitra-leadership-coach-mentor-speaker>

STRATEGY & LEADERSHIP | BUSINESS DEVELOPMENT | P & L MANAGEMENT | CUSTOMER RELATIONSHIP
MANAGEMENT | GO TO MARKET | CHANGE MANAGEMENT | PRODUCT MANAGEMENT |
CONCEPT SELLING | COACHING | MENTORING | FACILITATION

- *Senior Executive and leader in school education with close to 25+ years of experience.*
 - *Proven competence in driving businesses and scaling them up into sustainable & profitable operations.*
 - *Adept in engaging with diverse stakeholders, internal as well as external including Senior Leadership, Customers and Partners. Expertise in driving multi-cultural & cross-functional resources.*
 - *Deft in formulating business strategies, addressing operational issues, resolving performance bottlenecks, innovative product development and achieving revenue and profitability objectives.*
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PROFESSIONAL EXPERIENCE

COACHING, MENTORING, FACILITATION (APR '21- TILL DATE)

Impacting lives.....

- ✚ **Mentoring** Early-Mid-Senior level women to take their rightful place in the corporate world. **Clients include** Telecom, BFSI, FMCG, BPO, Analytics, Big 4 among others
 - ✚ **Coaching/Mentoring women** to take up senior roles in organisations.
 - ✚ **Coaching clients** include Mid-Senior level leaders from **industries** like IT, Manufacturing MNC, Power, Business Process Transformation, Telecom, BFSI, SAAS among others.
 - ✚ Experience in leadership development of leaders from different **cultural backgrounds** like UK, China, Singapore, Egypt, apart from India.
 - ✚ **Mentoring** Coaches to get their ICF credential
 - ✚ **Webinars, Workshops, Facilitation** on Unleash the Power Within (for Women ONLY), Leader As A Coach, Conversational Intelligence, Executive Presence, Stakeholder Management, Building a Personal Brand, Personal Effectiveness, among others
 - ✚ **Keynote Speaker** – The Alchemy of **HOPE**
 - ✚ **Leading a Circle in Peer Coaching Lab initiative of ICFDNCR**
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INDIANNICA LEARNING (AUG '17 – MAR '21)

VICE PRESIDENT – MARKETING & SALES

- Responsible for Net Profitability of the Company.
- Heading the sales team of 140 people, Product Management & Marketing (PMM) and Business Excellence teams.
- Setting up the TEI (Teacher Empowerment Initiative, which is part of PMM) and Business Excellence teams as well as Rewards & Recognition.
- Playing a pivotal role in setting up systems and processes and Organisational restructuring.
- Enhancing the product basket through market research (Competitor Analysis, Product Life Cycle Management, Gap Analysis etc) and contributing towards setting up the Company on a growth path.

PEARSON INDIA EDUCATION SERVICES PRIVATE LIMITED (Feb '16 – July '17), India

Director – Sales

- Strategizing to ensure that Gross margins and OI of the Company is achieved in the P n L.
- Responsible for multiple product lines including Print, Digital, Test Prep.
- Mentoring of the team, with a firm focus on Learning and Development, Rewards & Recognition and Performance Oriented Career Path.

MADHUBUN EDUCATIONAL BOOKS- A DIVISION OF VIKAS PUBLISHING HOUSE PVT. LTD. (Aug 06- Feb 16)

Apr '13 – Feb '16: National Sales & Marketing Head – India, Middle East, Sri Lanka

Sep'09 – Mar '13: Senior Vice President – North, West & Middle East

Aug'06 – Aug'09: Vice President – North & East

- Grew from regional to national role.
- Responsible for pan India Sales, driving annual revenue up to INR 102 Cr.
- Managed a multi-location team of 140 people, with a firm eye on driving retention strategies to deliver superior performance levels.
- Played a key role in procuring bulk orders from large Institutions and retaining them in India & Middle East.
- Handled interaction with Publishers from different countries at the Frankfurt Book Fair.
- Successfully built a team which believed in a performance-oriented culture for career growth by constantly engaging with team.

Job Description for all 3 Publishing Houses

- Cascaded a data driven sales and marketing strategy leading to improvement in per person productivity and increased market share.
- Conducted detailed market studies and leveraged identified opportunities, while driving new initiatives to grow & retain the existing business.
- Managing Channel partners to increase market share in domestic and Middle East markets.
- Engaged with HR to design KRAs, SOPs, Rewards & Recognition and streamlined team structure to motivate the team during change in management.
- Worked closely with editorial team on new products, with a GTM strategy to make the new products a success.
- Liaising with editorial department for improvement of products through market research & competitor analysis.
- Working closely with the Marketing team, designing collaterals & videos for supporting sales and school engagement campaigns.
- Working towards improving visibility of the Company in the market, having conceptualized engagement programs, including Author Meets, Dealer Meets and bringing together key decision makers in large numbers on the same platform.
- Pricing of Products, customization of products and managing inventory for availability at the right time.

- Playing a pivotal role in optimization of resources and transforming workways.

Rewards & Recognition:

- Awarded for conceptualizing, planning and executing the development of customer database for company (2011)
- Received the Best Overall Performance Award by S. Chand Management for successfully delivering targets despite of change in management of the Company (2013)
- Recipient of the Award by S Chand Management for being the highest achiever among the group Companies (2014)

JIL INFORMATION TECHNOLOGY LTD. (May 00- Jun 06), India- part of the Jaypee group

Team leader (Content Development, Business Development, Client Relationship)

- Involved since the inception of the Company beginning with Product Development from scratch, then acquiring customers followed by retaining the customers year-on-year
- Included breaking mindsets of teaching faculty to incorporate digital technology in day-to-day teaching to keep pace with the changing education scenario
- Responsible for Key Accounts business retention

EDUCATION

1988 M.Sc. in Chemistry from Calcutta University, Kolkata

PROFESSIONAL DEVELOPMENT PROGRAMS

- **Transformational Leadership**-IIM, Indore
- **The Science of Well-Being** (Yale)
- **The Science of Success** (Univ of Michigan)
- **Positive Intelligence** (Shirzad Charmaine, Stanford)
- **Team Coaching** (Grow More Avenues)
- **ICF – PCC**
- Certified **Intelligent Leadership Executive Coach** by John Mattone Global
- Certified Coach for the ***Incredible You*** programme
- Certified by Mindvalley for **Life Visioning Mastery & Lifebook**
- **Finance for Non-Finance** by KPMG
- IDCWC (Instructional Design and Content Writing Course) from Wavelength, NOIDA - on e-learning.

Indrani's hobbies include reading, writing, photography and travelling.