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| Viveck Gupta |
| Current Role & Level in Genpact Headstrong Capital Maekets | **Manager / Principal Consultant – Band 4C** |
| experience Summary | Over 16 years of qualitative experience in ITES and process management, with 12+ in Genpact Headstrong Capital Markets.Managed multiple projects during these years in a variety of Domains ranging from Marketing Automation to a web based ERP application and Data Analytics using Tableau, SAP’s Business Objects in Delivery and Global Project Allocations in Operations.Handled Morgan Stanley’s Research and Data Integrity Group which was responsible for Management reporting and Research Analyst’s Data Analysis to derive their individual as well as team performances along with their products (Stock Researches / Reports) visibility and performance reports published by these Analysts on behalf of Morgan Stanley.Was also involved in managing data consulting to top Management officials for a web-based ERP/CRM ‘Net Suite’ and ensuring an in-budget and on-time migration of clients legacy data into NetSuite ERP.Strong exposure to Process management, process transition, staffing, people management and client servicing. |
| Morgan StanleyMarketing OperationsMarch, 2014 till Date | Currently associated with Morgan Stanley, one of the leading Global Financial Service providing Firm in the US and managing the complete migration and setup of an entirely new work stream for Morgan and Headstrong.This involves:* The migration of existing Institution Investors Marketing Campaign project from Morgan to Headstrong ODC.
* Defining and setting-up of processes for smooth implementation of the entire campaign from Offshore.
* Ramping-up the team / headcounts for delivering the required tasks (End-to-End Designing & Execution of Analyst Marketing campaigns) using the following applications / platforms:
	+ Salesforce
	+ Oracle Eloqua E10
	+ Adobe Campaign / Neolane
	+ .Net & HTML
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| Global Project Allocation GroupOct, 2013till March,2014 | Was associated with Headstrong’s Global Project Allocation Group to manage, streamline and automate the processes for Resource / Bench Allocation and relocation. |
| Morgan StanleyResearch Data Integrity GroupJul, 2009 - Till OcT,2013 | Was also associated with Morgan Stanley’s Research & Data Integrity project in managing:* The entire offshore team operations and support.
* The coordination between the Offshore and Onshore Team operations.
* Data Analytics and reporting to the top Management Executives and Research Analysts using multiple Analytical, Design & Visualization applications such as SAP Business Objects (BOXI), Live Office, Tibco Spotfire and MS Excel.
* The compilation, analysis, validation and publishing of a highly visible and Management sensitive Analyst Scorecard for all the regions covered by Morgan Stanley.
* The coordinate with Research Analysts and BU heads and manage and set the correct expectations around the expected deliverables.
* The maintenance and showcase of offshore team performance metrics to Org. Heads as well as with client.
* To derive and sustain the team performance to ensure a smooth delivery of team assignments as per client’s expectations.
* To ramp-up the team on Domain-centric MS Research Data Analytic Tools, Techniques and Methodologies.
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| NetSuiteMay, 2006 – Jun, 2009 | NetSuite provides a suite of on-demand, web based ERP/CRM and Web e-Commerce applications to its customers. NetSuite outsourced its Professional Services functions to Headstrong.Managed NetSuite’s Data projects since its inception in 2006 until sunset in 2009, which included:* Providing data consulting to NetSuite clients and performing data migration from their legacy applications into NetSuite ERP/CRM.
* Management of job resources
* Ensuring in-budget and on-time completion of NetSuite Data projects
* Identifying risks involved in client’s legacy Data migration and formulating the mitigation strategies customized to best suit the client’s expectations.
* Protecting and managing the interests of various stakeholders including customer, NetSuite Project team, and sales.
* Balancing NetSuite objectives with customer goals
* Driving customer satisfaction and acceptance.
* To work with the NetSuite Implementation team as a Data Consultant and run multiple client’s data migrations projects simultaneously as well as consulting NetSuite’s clients on Business Process Re-modeling around NetSuite application.
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| Colwell & Salmon Comm. (I) Ltd.APr, 2002 – Apr, 2006 | Mainly responsible for the US, UK and Australian Client interactions, in order to streamline and synchronize the Processes/Campaigns. Helping in the day-to-day operations of the Quality Department, framing of new policies, and co-ordination between Intra as well as Inter Departmental Activities. Supervise, guide and appraise the Quality Representatives. Responsible for monitoring calls on the floor. Providing Quality training to other departments (such as training Service Delivery Representatives) on Quality Parameters and feedback to the agents. Monitoring and generating various MIS reports that recorded good and bad sales and providing feedback to the client. Generating Weekly/ Monthly Agent Performance Report, Coaching and providing feedback to agents on campaigns, Identifying best and worst practices/ trends across various campaigns and training the agents on the same. |
| TEchnical Skills  | **Reporting and Analytics:** SAP Business Objects XI (BOXI), SAP Live Office, Adobe Analytics, MS Excel**Presentation and Visualization:** Tableau, TIBCO Spotfire**Marketing Automation**: Oracle Eloqua E10, Adobe Campaign / Neolane**Programming Languages :**  C, C++, VB, XML, HTML**Databases :**  SQL, Oracle |
| Training/certifications | Lean & Six Sigma Trained and Tested (Pending Project submission) |
| Education | Bachelor of Arts, May, 1999 (MDS University, Ajmer, Rajasthan, India)Diploma in Advanced Software Technology, January, 2006 (CMC India Ltd.)Diploma in Advanced Computing, August, 2001 (CDAC India Ltd) |