

UPASANA GOSSAIN JAITELY

+91-9811298089 | ugossain@gmail.com | LinkedIn: /upasanagossain

Business Transformation consultant with over 18 years of experience in Process Modelling, Project Management, and Change management with Fortune 500 companies. I have successful track record of managing multi-scale transformation projects across geographies and verticals for Global Business Services (GBS) and Target Operating Model design, Finance process transformation, Transition readiness, and HRO Assessment – aimed at optimizing operational efficiencies and growth.

Skills Highlights

- Target Operating Model
- Business Process Redesign
- Change Management
- Transition
- Training and Onboarding
- Program & Project Management
- Design Thinking Practitioner
- Cross-functional team management
- Process Mapping and documentation
- Lean and Six Sigma
- Marketing and Communication
- Agile

Achievements

- Led to **20% saving** with **digitized HRO Operating Model Maturity Assessment** – Designed HRO Taxonomy and Assessment index for a comprehensive report of existing landscape compared to “best-in-class
- Led to **25% reduction in operating costs** by designing future operating model for a CPG major – with process transformation and automation
- Enabled **sales of a proprietary tool** by **facilitating training of senior executives** for a US-based Hospitality client
- Received ‘Stellar Performance’ Consulting Award as PMO for Global GBS Transformation Program for a multinational Sports company
- Received ‘Certification of Excellence in Leadership’ from client for driving F&A transition for an Automotive major
- Improved Business performance management by designing and digitizing **Employee Performance Scorecard** and **benchmarking ‘best-in-class’ KPIs** for leading Insurance company
- Improved knowledge availability by setting up a **robust Knowledge Management platform for GBS** – Managed development and promotion of 700+ Thought Leadership Assets
- **Operationalized a ‘self-sufficient COE - “Factory Model”** to centralize generation of **high-impact** corporate “Thought leadership” content – over 800+ assets/ year
- Instrumental in setting up and expanding Marketing Communication Service line with – Contributed to ~30% Business augmentation for deal value from ~\$50K to \$3M
- Received awards and recognition in Solution Design for **exceeding business target and exemplary contribution in business development**

Work Experience

Genpact – Business Transformation and Services Consultant
Assistant Vice President

04/2015 – Present

Onsite Experience: I have successfully led and delivered business optimization projects for clients in the US, Europe, China, South Africa, Malaysia, Philippines, and India – with focus on business modelling, assessment, HR services and change adoption.

1. **Transition Management for an Automotive major (Philippines and India)**
 - Successfully led and completed transition for F&A for a captive SSC set up in Manila within challenged timelines
 - Complete responsibility for end-to-end activities related to transitions
 - Strategize and execute transition training roadmap with detailed planning
 - Conduct onboarding sessions and trainings on Transition Methodology and approach
 - Received Certificate of Recognition for Leadership skills from the client
2. **PMO for GBS Transformation Program for a Consumer Goods Major (Nordics)**
 - Client relationship management and Governance for GBS Transformation Program for Customer Development (Trade Promotion Management) for their Nordics area

- Enabled GBS strategy and mobilize team to deliver 'As-is' process design, 'Future-state' Target Operating Model, Sol ID/ Transition Readiness, Digital Transformation opportunities, Transformation Roadmap
 - Conduct Change Impact Analysis and co-created change management strategies to ensure smooth adoption
3. **PMO for GBS Transformation for a Retail/ Sports Good Multinational (APAC and Germany)**
 - Program managed and provided consultation for APAC GBS transformation as part of enterprise wide GBS initiative
 - Led and managed 20+ cross-functional team members – Change, Transition, Controls, IT, and HR across regions
 - Responsible for hiring and onboarding of the client team
 - Build Transition roadmap for ~12 APAC countries – for transition of Finance, HRO, Procurement function
 - Designed program/ transition governance framework to track progress of and ensure realization of business impact
 - Led creation of Change Management strategies and plan
 - Educate and coach project team members to adopt new methodologies and processes
 - Streamline monitoring and reporting– Developed project artifacts, standardized templates and review reports
 4. **HRO Process Assessment – Finance Transformation for a Hospitality Major (US)**
 - Responsible for 'As-is' process mapping for HRO function – with disparate systems, technologies and KPIs
 - Collaborated with ~18 client SMEs to identify challenges and improvement opportunities
 - Change adoption and training for 50+ senior leaders, stakeholders a new tool
 5. **Change Management – Finance Transformation for a Hospitality Major (US)**
 - Leadership alignment with CFO & leadership on vision for change
 - Designed and implemented change management strategy and communication plan
 - Created leadership communication and presentations for events e.g. Townhall, program progress and updates
 - Enabled adoption and engagement across levels with appropriate strategies, feedback loops, success measures, training, and long-term sustainability
 6. **Performance Management Framework – Claims Transformation for an Insurance Major (S. Africa)**
 - Designed & established Performance Management Framework, Business Metrics/ KPIs, Roles & Responsibilities
 - Developed Change Management strategy for its adoption across the organization
 7. **High-Level Assessment with Application of Design Thinking Principles for a Brewery Major (Malaysia)**
 - Conducted co-innovation workshop for F&A Assessment for problem statements & improvement opportunities

Genpact – Global Business Services Consultant

04/2015 – 04/2019

Offsite Experience: Part of the core growth team for Global Business Services (GBS), responsible for managing growth and improvement opportunities. (GBS Rev. - 75M USD as of 2019).

- Accountable for monitoring and reporting GBS business health and performance – Revenue, pipeline projection, billable utilization for business review (data analysis, observations & recommendations)
- Responsible for product growth and market positioning – Strategic recommendations and initiatives, and people growth based on market view and customer demand
- Responsible for portfolio enhancement and enriching Knowledge pool with 700+ thought leadership content e.g. high-impact case studies, industry packs, and operational tools and frameworks
- Responsible to deliver high-impact value proposition for GBS and Blueprint RFPs/ RFQs (~USD 2M to 25M) with commercials and resourcing recommendation
- Work in collaboration with cross functional teams to lead innovation and growth strategies

Genpact – Content Marketing

11/2013 – 03/2015

Senior Manager

Set up, design and manage a self-sufficient, centralized “factory model” generating high-impact content across verticals

- Led to 30% saving with implementation of robust CMS system to operationalize and centralize content generation
- Established and expanded ecosystem of vendors, production agencies, SMEs and core team
- Managed design and delivery of over 800 assets including **high-focus “Thought leadership” material** – e.g. Industry-specific Research Reports, Compendiums of best-in-class POVs, Whitepapers, eBooks, and digital infographic

Genpact – New Product Innovation

04/2012 – 10/2013

Senior Manager, GTM

Responsible for go-to-market strategies and operations for new products and solution conceived at new product innovation

- Responsible for design and execution of go-to-marketing strategies in collaboration with product owners, inside sales
- Responsible for monitoring and reporting performance and comparative view of all products – Revenue (TCV/ CYR) active leads, wins, and pipeline projections

Genpact – Learning and Marketing Communication Services
Senior Manager, Solutions Identification/Pre-sales

04/2008 – 03/2012

Strategic Solution Identification and pre-sales support for Fortune 100 clients – Business augmentation and Competency building

Business Augmentation

- Build customer relation and identify new business opportunities – helped increase traction in Marketing and Communication service line with **30% growth in business revenue**; Added at least **Seven** new logos to the business within 1.5 years
- Identify and analyze client need to devise strategic solution for 100+ Learning and Marketing and Communication requirements with average deal value from **~\$50K to \$3M**

Product/ Service Line Expansion

- Conceptualize macro-micro strategies, UI and UX design for over ~15-20 trainings of ~500LHrs
- Accountable for execution of high-impact client Pilot projects
- Expand product offerings/services – e.g. new media channels (iPads, SmartPhones), Widgets, Sales Performance Enhancement Tool (Calculators/Tools), SOP Repository, Off-the-shelf learning
- Build online presence, portfolio and customized capability presentations

Genpact – Learning Services Operations
Manager, Media and Design

04/2005 – 03/2008

Build functional competency for 150+ media specialist – Define skill metrics', development action plans, conduct trainings

- Led team of 10-15 members across business verticals - Healthcare, Insurance, Analytics and Energy
- Responsible for Functional Certification Programs – Build functional competency to up-skill/cross-skill 150+ specialists – Identify existing competency gaps, facilitate trainings, and monitor performance
- Ensure adherence to quality standards and guidelines
- Assist in the hiring, onboarding, and performance review

Others

February' 99 – December' 02

Others

Graphic Designer/ Project Lead

- Responsible for Corporate branding
- Led team of 5 specialists for conceptualization and development of client's online presence (Portals, websites, tools)
- Manage customer interaction
- Define project-specific standards for maintaining quality standards
- Assist in the hiring process

February' 99 – October' 99

Pugmarks Interweb

Project Leader, Print Promotion

- Responsible for corporate Print Promotion material – Mailers, brochures, product leaflets, posters, and stickers etc.
- Conceptualize, design and develop client portal and websites

Trainings

- GBS Certification from ACCA
- Six Sigma Green Belt Certified and Lean Trained
- Design thinking Practitioner Certified
- Transition Toolkit Training
- Train the Trainer (TTT)
- Agile Training (*in process*)

Education

- Specialized (4 years) Bachelor of Fine Arts Degree – Commercial Art, Punjab University College of Art, Punjab
- Roll of Honor for highest grade in Commercial Art