

SUMIT MITTAL

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Professional Summary

MBA from **Saïd Business School (Oxford University)** with over 9 years of professional experience in **Retail/FMCG/IT** gained internationally. Experienced **strategy manager** with experience of leading projects in pricing, products, market sizing, competitor mapping and business strategy.

Work Experience

Nov 2012 - Present **Ecorporate Web Services Ltd** *Director – Digital & Consulting Projects*

A start-up providing **business consulting and digital project support** for clients including **Fortune 500 companies**

- **Business Consulting projects** for clients in the **education and consulting space** including:
 - **Business Planning** for a leading player in the educational toys space; **adding € 35 Million** in projected yearly sales by 2019 through additional revenue streams from online and digital
 - **Sector report on ‘Innovation Consulting’** for a management consultancy, looking at key trends and market shares of leading players. Identification of key opportunities and challenges in this sector and benchmarks for success
 - **Company and sector research** for a leading **PE client** with the objective of creating a pipeline of investment opportunities
 - **Business Plan, Venture Capitalist presentation pack and Digital Marketing materials** for a social networking startup targeting parents of school children; attempting to **raise £450K of capital** for a business projected to have yearly revenues of £1.1 M by 2017
- **Market research projects** for **Fortune 500 clients** in the ‘**Personal Care**’ and ‘**Retail**’ space:
 - **Primary and Secondary research** for a new product introduction in the ‘Personal Care’ segment. The project concluded with recommendation for a new B2B ‘Luxury Hand Soap’ product targeted at the Hospitality sector and **projected yearly revenues of £1 Million by 2015**
 - Various **Market sizing projects** including ‘Automated cat litter’, ‘Business Consulting’ and ‘Licensed University Clothing’ sectors
- **Digital projects for various retail and education clients:**
 - **Project Managed ecommerce website MyOxford.co** - Complete responsibility for delivery. Working with UX, Development and Delivery teams in an Agile way to deliver a responsive Content Management System based solution
 - **Multi-Channel strategy implementation for a retail start-up** – Set up eBay and Amazon store for client as extension of their online store; implemented custom responsive template for eBay with full product listing support including keyword research and market sizing
 - Implemented strategy for **SEO, affiliates, PPC, web analytics and social media**

July 2012 – Oct 2012 **Royal Mail Ltd** *Senior Product Manager (3 month contract)*

Royal Mail is UK’s sole universal service provider (Postal and associated services) with deliveries to over 28.8 million addresses every day. Royal Mail is responsible for the design and production of UK’s stamps and philatelic products

- Managing key stamp issues for 2012 – 2013 (**over £12 Million in sales** from philatelic customers alone)
- Developed the **festive gifting portfolio** of Royal Mail’s to capture **additional £1 Million of sales**
- Part of **the ambitious Olympic stamp program** to issue ‘Next day stamps’ dedicated to UK’s Olympic gold medal winners
- Helped launched **'Smilers' mobile application**, contributing to the UX design and performance testing. The application turned out to be award winning application with tremendous response from customers and a significant impact on revenues for Royal Mail

Oct 2009 – June 2012 **Argos (Home Retail Group)** **Business Development Manager (B2B)**

Argos is the largest general merchandise retailer in UK with over 750 retail outlets and over 40,000 products available for sale. Argos employs a unique catalogue retail model, with 70% of UK homes holding an Argos product catalogue

- **New product development** – Introduced new products in the gift and electronic card portfolio of Argos
- Handled products through the **entire product lifecycle** - generating customer insights, product conceptualization, project management, market launch and post launch review
- **Account managed key Banks and Insurance Providers (including Lloyds, RBS and D&G)**, delivering sales growth of **60%**, in adding **£4.8 Million in sales** over three years

Sept 2008 – Oct 2009 **Argos (Home Retail Group)** **Strategy/ Pricing Manager**

- Developing ‘**pricing strategies**’ and ‘**pricing rules**’ for over **40,000 lines** ; looking at **category elasticity**, ‘**value perception**’ driving lines and business priorities
- Liaison with external management consultants commissioned by Argos (Accenture & Oliver Wyman) to understand price elasticity’s and **budget £60 Million worth of investment** in priority categories
- Identify product gaps in Argos own brand ranges, leading to a introduction of 100 new products under the ‘Argos Value’ umbrella, the own brand range of Argos

May 2006 – April 2007 **Hindustan Unilever Limited (HUL)** **Area Sales and Customer Manager (ASCM)**

HUL is a subsidiary of Unilever and the largest FMCG Company in India with an annual turnover of Rs 170 Billion. Home to over 35 leading household brands, HUL touches the lives of two out of three Indians

- **ASM** – three Indian States (**Rajasthan; Haryana; HP**) with an annual **turnover Rs 400 Million** and lead a sales team of 40 company officers
- Achieved **double digit growth in supermarkets** business and **25% growth in key tea portfolio**

May 2005 – April 2006 **Cadbury India Limited** **Area Sales Managers (ASM)**

Cadbury India is a fully owned subsidiary of Kraft Foods Inc which is the world’s second largest food company.

- **ASM - Bangalore Metro** with an **turnover Rs. 120 Million** and a sales team of 10 company officers
- Delivered **highest value growth in the country for Cadbury (40%)** for 4 consecutive months

Education and Qualifications

Year	Institute/ University	Degree	Percentage/ CGPA
2013	APMG International	Agile Practitioner	Pass
2007-2008	Saïd Business School (University of Oxford)	MBA Degree	72%
2003-2005	Indian Institute of Management Lucknow (IIM-L)	Post Graduate Diploma in Management	CGPA 6.02/ 10 (Top third of batch)
1999-2003	Punjab Engineering College (Punjab University)	Bachelor of Engineering (Mechanical)	70.5% (With Honors)

Additional Information

Visa Status: **British Citizen**

Achievements: **GMAT score of 740** (98th percentile)

President Rotaract Club of Chandigarh; initiated a micro credit program which helped 16 families start their own entrepreneurial ventures

Recipient of the prestigious DAAD scholarship by German Student Exchange Service and selected to spend a **semester at H.H.L.**, the top business school in Germany

Languages Known: **English (Fluent); Hindi (Fluent); French (Intermediate); German (Beginner)**