

Harsha H

Operations & Program Management | Process Optimization

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Profile Summary:

A seasoned professional with 8 years of experience in Operations and Program Management, excelling in Cross-functional Leadership, Strategic Planning, and Revenue Growth. Proven expertise in process optimization, Vendor/Client and customer management, and driving quality and operational efficiency. Skilled in analytical problem-solving, critical thinking, and negotiation, with a track record of managing cross-functional teams and resolving complex issues. Adept at building long-term partnerships with international vendors across multiple regions (US, IN, AU, UK, DE, FR, ES) and managing diverse categories, including FMCG, Home, F&B, Kitchen, Furniture, and Apparel.

Skills:

- **Functional Expertise:** Operations Management, Program Management, Business Development, Account Management, Customer Success (CRM), Process Optimization, Brand Management, Vendor/Client Management, SLA & KPI Management,
- **People Skills:** Team Leadership, Client Relationship Management, Cross-Functional Collaboration, Conflict Resolution, Stakeholder Engagement, Negotiation, Training and SOP Development
- **Tools:** CRM Tools, VBA Automation, Ticketing Systems, MS Office Suite, Google Sheets, Data Analytics Platforms, Basic SQL.
- **Adaptability:** Market Trend Analysis, Rapid Strategy Adjustment, Continuous Learning
- **Analytical Skills:** Data-Driven Decision Making, Problem Solving, Root Cause Analysis, Data Analysis & Reporting

Educational Qualification:

MBA in Operation Management - GITAM University /2019
B.E in (ECE) - Sambhram Institute of Technology (VTU) / 2015
Diploma in Electronics & Communication - MN Technical Institute /2011

Certification and Course:

1. **Foundation of Project Management** | Google | Coursera | Jul 2024
2. **Project Initiation** | Google | Coursera | Aug 2024
3. **Project Planning** | Google | Coursera | Sep 2024

Professional Experience:

|| Freelance Work– Dubai, UAE

E-commerce Business Consultant - Jan 2024 – Present

- Assisting companies in setting up their e-commerce business from end to end, including platform selection, vendor onboarding, inventory management, logistics and marketing strategies.
- Developing operational workflows, SOPs, and automation processes to improve efficiency and reduce costs.
- Providing guidance on product listing optimization, fulfillment strategies, and compliance with marketplace policies.
- Collaborating with cross-functional teams to streamline business operations and enhance scalability.

|| Meesho (Bengaluru, India)

Operations Manager – Growth - Dec 2021 to April 2024

- Managing Day to Day Operation for Support team being as primary POC for Supplier/Vendor Concerns – team Size of 100+ (Incl Brand, Quality, Cataloging). – BPO for Ticketing support, Live Chat, email and call back.
- Streamlined processes to overcome major challenges, achieving KPIs, reducing headcount, and enhancing operational efficiency, resulting in significant Cost Saving for the company.
- Utilized Business Analytics & Insights to analyze data trends drive decision-making, and optimize operational strategies
- Developed SOPs for several projects while working on them. Hire and develop the best at all levels of Organization.
- Participated in BAU's centralization project and new tool testing. Enhanced user experience through effective ticketing, live chat, and callback systems.
- Led process automation initiatives, identifying areas for optimization to improve selection workflows, reduce manual efforts, and increase efficiency using VBA based macro and feature enhancement with tech and product involvement.
- Collaborated with analytics and cross-functional teams to leverage data-driven insights, improving SLA, TAT, NPS, C-SAT, Quality and other key metrics.

Acquisition and Activation -Business Development

- Developed Strategic Planning and growth strategies for account management, driving Revenue Growth through targeted supplier/client onboarding and business expansion initiatives.
- Successfully onboarded new clients, mitigating business risks and fostering strong, long-term relationships.
- Worked closely with Sales, Marketing, and Category Teams to brainstorm and strategize on onboarding the right set of suppliers, ensuring alignment with Market Demand and Sales Objectives
- Monitored the performance of Key Account Managers (KAMs), third-party agents, and agencies, providing guidance to help them achieve their targets.
- Generated payout reports, allocated funds, and collaborated with the finance team to process payments for agents, stakeholders, and agencies in alignment with established milestones.

|| Amazon Development Center (Bengaluru, India)

Amazon Vendor Services Consultant - (UK/DE/FR/ES) Mar 2020 to Dec 2021

- Established end-to-end relationships with top brands/vendors Accounts, aligning business objectives to drive sales growth and foster long-term partnerships.
- Managed strategic vendor relationships and collaborated with Retail and Internal teams to drive sales growth and enhance the customer experience on Amazon.
- Developed and executed campaigns, increasing brand awareness, customer conversion, and revenue for key vendors.
- Led cross-functional teams to optimize vendor operations, improving efficiency and supporting the launch of new product categories.
- Conducted business reviews (WBR, MBR) with vendors to assess sales performance, marketing efforts, and develop action plans for growth.
- Analyzed business metrics, identified growth opportunities, and implemented data-driven strategies to enhance traffic, sales, and operational efficiency.
- Monitored key account metrics, providing actionable insights and recommendations to improve vendor performance and customer satisfaction.

|| ACN INFOTECH PVT LTD (Vizag, India)

Manager Catalog Operations Sep 2019 – Dec 2019

- Led a team of Account Managers to optimize catalog operations and inventory management for major accounts, including **Amazon, Wayfair, and Overstock**, ensuring high-quality performance and operational efficiency.
- Implemented retention strategies to minimize churn, boost client loyalty, and deliver consistent satisfaction, while identifying new business opportunities within existing accounts through upselling and cross-selling.
- Managed a diverse B2B client portfolio, fostering long-term partnerships by maintaining strong relationships, monitoring key business metrics, and providing strategic recommendations to enhance account performance, sales, and revenue.

|| Fashnear Technologies (Bengaluru, India)

Sr. Quality Auditor Mar 2019 – Sep 2019

- Quality Check/Audits for the populated content in catalog. (Fashion)
- Worked on Apparel Catalog quality, making sure the data entered by the vendor is correct to the image uploaded.

|| Amazon Development Center (USA/AU/CA), (Bengaluru, India)

Catalog Specialist Promoted to Sr.Catalog Specialist - April 2016 – Dec 2018

- Managed catalogs and Vendor for US and CA across multiple categories, including item setup, image uploads, quality checks, and audits, ensuring content accuracy and consistency to drive operational efficiency.
- **Amazon Australia launch:** Spearheaded a team of 10 associates, driving the successful setup of new products on the marketplace and surpassing targets within the set timeline, establishing a strong foundation for future growth.
- **Onsite Australia (Nov 2017 – Dec 2017)-** Collaborated with stakeholders and vendors, providing training on vendor tools and product setup processes for Amazon Marketplace, contributing to the success of the launch.

Projects:

Amazon

- **Australia Kelly Project** – Contributed to the launch of Amazon Australia by supporting the setup of 300,000+ products with 100+ vendors. Maintained a 99.8% QA score, led team of 10 associates, and provided training to stakeholders/vendors for a smooth MP launch.
- Developed VBA automations to streamline processes, significantly reducing manual tasks and increasing team productivity
- **Image Project** – Analyzed catalog issues related to missing or improper images, identifying that 20% of orders were rejected due to these problems. Presented findings to leadership for further action and resolution.

Meesho

- Simplified and structured the whole Support process while creating SOP and achieving the KPI & KRIs. Resulted in **22%** raise in SLA and **40%** In FTR – Reduced **60%** in Aging tickets and Reducing cost.
- Worked with Karnataka Government Project to onboard the small-scale supplier in different regions.
- Self-Serve Project. Suppliers were allowed to edit (limited) their own Product/catalog post upload & live. This Reduced the dependence on Team to edit the catalog resulting in Cost saving and Head count reduction.
- Collaborated with the tech team and Product team on improving the Visibility on supplier platform. Making sure the supplier has clarity on Status of Each Product Uploaded.
- Worked on Deactivation Project where we deactivated the Major Fraud Supplier/Catalogs and their accounts.

Personal Details:

Language Known : Kannada, English & Hindi

Nationality : Indian