



## CONTACTS



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## SKILLS

Strategic Planning	★ ★ ★ ★ ★
Business Development	★ ★ ★ ★ ★
Distribution	★ ★ ★ ★ ★
Value Creation	★ ★ ★ ★ ★
People Management	★ ★ ★ ★ ★

## ADDED EXPERTISE

Channel Development	★ ★ ★ ★ ★
Market Penetration	★ ★ ★ ★ ★
Budgeting	★ ★ ★ ★ ★
Sales Forecasting	★ ★ ★ ★ ★
Training & Mentoring	★ ★ ★ ★ ★



# HARISH LEKHI

## SENIOR SALES & MARKETING MANAGEMENT PROFESSIONAL

A progressive, decisive and innovative professional with over 15 years of robust experience; highly valued for expertise in interpreting corporate vision and strategy, translating objectives into actionable plans to achieve P&L/ROI objectives and providing decisive leadership to multi-functional as well as multicultural teams. A high performing professional with 360 degree management skills, exceptionally adept at interfacing with senior management at client's end. An excellent mentor and coach with an ability to take up challenges and perform in changing work environs.

## EXPERIENCE

### Dec 2020 – June 2021 BookMyForex Pvt. Ltd. as National Sales Head

Developing sales and marketing strategies to achieve business goals aimed towards the growth in business volumes as well as profitability ensuring the usage of modernized tools of development, expansion and diversification.

#### Major accomplishments:

- Managed entire gamut of activities pertaining to the Sales, Business Development, Channel Management, Training & Development, and Team management across the region for Forex business.
- Drove significant efforts in handling the alliances & partnerships with the Banks, NBFC & Co-operative bank's for Remittances & Travel cards as well as with the educational Institutes, Immigration Consultants for the White Label Solution of Remittances.
- Played a prominent role in reviewing & resolving all outstanding cases as well as worked with internal control department to handle all compliance issues relating to client onboarding & KYC.
- Defined the implementation approach for the clients by participating in discovery sessions to fully understand existing process, pain points & business objectives.
- Accomplished revenue by building long term relationships with the stakeholders, understanding their strategies and goals.

### Oct 2019 – Nov 2020: RRSEN Bro's Pvt. Ltd., Delhi as Senior Vice President - Strategy & Business Development (Retail Forex & Remittances)

Built the team in Pan India for AD2 & AD1 Remittances as well as directed the creation and execution of a Business Continuity Plan, and the management of Audit Programs.

#### Major accomplishments:

- Improved the processes and customer service levels which increased the satisfaction rate from 81% to 91% by constantly reviewing the customer feedback.
- Led the complete Strategic Business Unit operations across territories to ensure that revenue and market share objectives are met.
- Ensured optimum performance for all operational & Sales related issues by providing direction, motivation and training to the team.
- Contributed in managing the alliances & partnership with financial Institutions for Forex Products (AD1/ AD2 Remittances, Travel Cards, Bulk Currency Sales & Third Party Products).

### May 2019 – Sep 2019: Consultant - Forex, Medical Devices & Event Management

Accomplished the development and implementation of a strategic change management, communications, staffing, and recruitment strategy.

#### Major accomplishments:

- Involved in the implementation of processes for AD1/AD2 Remittances & Travel Cards as well as handled the project work plan & supporting activities for Medical Equipment's such as Ventilators, Ultrasound & MRI's.

## LANGUAGES

English

Hindi

## EDUCATION

P. G. B. D. M., Apeejay School of Management, Delhi, 2005.

B. Tech. in Electronics & Communications, BBSEC, Punjab, 2001.

### Trainings:

Market Analysis of PCO Business Segment & PCO Market Overview, Reliance Infocomm Ltd.

Market Analysis of CT & MR segment and Installation Process, GE Medical Systems Ltd.

## PAST EXPERIENCE

Dec 2005 – May 2007: Thomas Cook India Ltd., Delhi as Executive

## PERSONAL SKILLS

Goal Oriented  
Team Leader  
Interpersonal Skills  
Punjabi Language  
Communication Skills  
Detail Oriented  
Problem Solver

## PERSONAL DETAILS

Date of Birth: 18th Feb 1979

Nationality: Indian



- Improved productivity by advising the clients & partnership for referral transactions with AD2 players in the market.

### Jun 2018 – Apr 2019: Unimoni Financial Services Ltd., Delhi as Business Head - Forex & Corporate Travel

Improved employee engagements as well as motivated Unimoni India team for Forex, Corporate Travel, and cross sell of SBL and GL by creating and sustaining a dynamic environment that fosters the development

#### Major Accomplishments:

- Monitored different product lines under payment solutions, including Multi Currency, Forex Prepaid Card, Corporate travel and foreign currencies.
- Maintained seamless coordination with stakeholders while keeping them informed of progress and issues in order to manage expectations on all requirements and deliverables.
- Created R&R program for team members to motivate the team. Contributed towards covering 377 branches for Forex & Corporate Travel.
- Premeditated all manner of corporate events, including trade shows, international meetings, corporate retreats, company outings, and conferences.

### Jun 2007 – May 2018: Axis Bank, Delhi

#### Growth Path:

Apr 2015 – May 2018 as Deputy Vice President

Apr 2013 – Apr 2015 as Assistant Vice President

Apr 2011 – Apr 2013 as Senior Manager – Pre-Paid Cards

Apr 2009 – Apr 2011 as Manager – Pre-Paid Cards

Jun 2007 – Apr 2009 as Deputy Manager – Pre-Paid Cards

#### Major accomplishments:

- Expanded the northern market from USD 0.5 million to USD 30 million per month over a period of 10 years on Travel Currency Cards
- Awarded with the Top FFMC and AD2 RRSEN Group for representing the Group from Event Travel MICE in 2018 – 2019.
- Bestowed with the Leadership Award in 2016 and was recognised as a Best Regional Head Award in 2017 from the President – Retail & Financial Services for contribution in USD 1 billion on Travel Currency Card.
- Presented with the Exceptional Performance Award in 2016 from Department Head of Internal National Retail.
- Granted for Consistent Performance as a Top Regional Head PAN India in 2016 – 2017 and received invaluable contribution award in the Retail, Forex & Remittances Business in 2017 – 2018.
- Received Star Performer Award in Q1 of 2015 for being the fastest to reach INR 100 crores in income.
- Achieved Outstanding Contribution Award for the success of transactional banking in 2016 – 2017.
- Acknowledged with the Long-Term Service Award for many years of valuable contribution in 2015.
- Joined the conferences, training programs & Awards in Dubai, Sri Lanka, Zurich, South Korea, Cairo, Hongkong, Bangkok, Singapore & other Countries.
- Holds distinction in attaining zero direct team attrition in 11 years as well as was acknowledged for changing the travel policy of multiple corporate clients from converting 80% TC to Travel Currency Cards.