

## PAKSHIRAJ ANANTHAN

**Nationality:** British | **Location:** Dubai, UAE | **Mobile:** +971 55 1349429 | **Email:** [pakshiraj.ananthan@gmail.com](mailto:pakshiraj.ananthan@gmail.com)

Experienced leader with 15+ years of expertise in logistics, operations, and driving customer-centric innovation programs across global markets. Proven track record of leading large, complex initiatives at global corporations (Amazon, Xerox) and startups (Relay Tech, Zapp), delivering impactful results through operational excellence, strategic planning, and cross-functional collaboration.

### Work Experience

#### Senior Manager, Logistics Seller Experience – TikTok (London, UK)

Apr 2024 to June 2024

Part of newly established Logistics Experience team, focusing on improving the seller experience on TikTok Shop

- Led a strategic initiative to optimize seller experience and reduce operational costs, achieving projected annual savings of £1.3M
- Developed a business case for a seller-facing recommendation feature, prioritized it on the Product roadmap and launched educational initiatives for sellers and account managers.

#### Operations Consultant – Relay Technologies (London, UK)

Nov 2022 to Nov 2023

Led the development and launch of projects across different verticals to scale business from delivering 30 parcels/day to 50,000 parcels/day

- Led partner selection and negotiation process with third-party logistics providers and established performance KPIs for continuous monitoring and evaluation, supporting 50x volume growth from launch through peak
- Transformed sortation processes, increasing hourly throughput by 50% and scaling sortation capacity by 5x, aligning with strategic business goals
- Automated rider onboarding processes, reducing onboarding time from 1.5 weeks to 3 hours, and drove a 10x increase in weekly recruitment through partnerships with 3rd party vendors
- Identified customer pain points through qualitative and quantitative insights, working with stakeholders to develop tech and operational solutions.

#### Director, Operations & Customer Service – Zapp (London, UK)

Jun 2021 to July 2022

Managed day-to-day Operations and Customer service for UK and Netherlands, leading a team of 100+ members

- Redesigned customer service processes in collaboration with Legal, Product, and Tech teams and implemented new policies, achieving £0.5M in annual savings and improving CSAT from 4.5 to 4.7
- Established a Process Excellence team, implementing a vision and recruiting and mentoring a team of five to standardize operations and drive alignment across functional areas.
- Built data-driven dashboards to monitor performance, fostering a culture of continuous improvement through weekly reviews

#### Head of International Expansion – Amazon (London, UK)

Jan 2019 to Jun 2021

Led cross-functional teams to launch Amazon Shipping in international markets, achieving €10M in first-year revenue.

- Built the Program and Operational teams to finalise the Operational value proposition, provide on-ground support for the operational launch, and build clear standard work processes for future turnkey launches
- Led weekly and monthly business reviews to maintain accountability with 15+ stakeholder teams and proactively communicate the program progress and needs to senior leadership teams

#### Senior Program Manager – Amazon (London, UK)

Sep 2017 to Dec 2018

Part of the founding team for Amazon's first-mile logistics in the UK, responsible for all aspects of On-the-Road operational design

- Designed and implemented automated route planning tools, reducing first-mile pickup costs by 14%
- Piloted and launched scalable operational tools, improving route efficiency by 7% and launching the technology across all delivery stations in the UK
- Led alignment of prioritization of Operational requirements on Product roadmaps, led User Acceptance Testing (UAT), piloted and launched scalable automated tools for daily usage by operators.

**Senior Program Manager, Customer Returns – Amazon (London, UK)****Mar 2016 to Aug 2017**

Founding member of core team created specifically to address the highest priority profitability challenge on customer concessions, contributing to c. 2% of total UK revenue

- Delivered high-quality recommendations and managed cross-functional projects addressing profitability challenges, resulting in c. 70% cost savings against baseline
- Built self-service metric dashboards and data deep-dive tools, enabling proactive identification of trends and cost-saving opportunities.

**Marketing Manager, Europe – Amazon (Luxembourg)****Jun 2014 to Mar 2016**

Responsible for acquiring FBA sellers through online marketing channels and building a self-service recruitment

- Drove seller recruitment through online marketing channels, contributing 8% incremental launches and increasing seller volume commitments by 48% YoY.
- Optimized marketing channels using A/B testing, customer targeting, and proactive nudges, enhancing seller acquisition rates.
- Conducted satisfaction surveys to identify pain points and collaborated with teams to prioritize feature improvements.

**Supply Chain Manager – Xerox Corporation (US, Malaysia, India)****Aug 2008 to Dec 2012**

Responsible for managing local suppliers and ensuring sub-components arrive at the right quality, cost and time to assembly hours in Malaysia and Singapore

- Optimized procurement strategies, achieving cost savings of €1.25M through supplier localization.
- Enhanced vendor performance metrics, delivering 96%+ on-time delivery rates and 5% annual cost reductions
- Developed alternate suppliers, achieving savings of 8% per module reducing lead times by 90% and ensuring 100% order fulfillment without backlogs

**Education and Professional Certifications**

**Master of Business Administration (MBA)** – HEC School of Management, France (2014)

**Master of Science (MS)** - North Carolina State University, US (2008)

**Bachelor of Engineering (BE)** - University of Pune, India (2006)

**Project Management Professional (PMP) certification**

**Languages**

English (Native)	Tamil (Native)	Arabic (Basic, currently learning)
Hindi (Native)	Marathi (Fluent)	