

PRANNAY G SHARMA

ACCOMPLISHED EDTECH LEADER

Achievement-driven and high performance professional with nearly 22+ years of outstanding success in EdTech Industry, focusing on business operations, cost control and highest customer satisfaction, Significant contributor in maximizing revenue growth, operational performance & profitability by controlling costs, cultivating high margin opportunities, and introducing targeted training initiatives, Provided in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning, Possess a clear understanding of the trends in the training and education industry; instituting innovative techniques and quality solutions to achieve service excellence at the lowest overall costs seeking avenues of high strategic importance to contribute efficiently towards high margin growth of business and improve overall effectiveness

prannaygsharma@gmail.com ✉

+91-9153111111 / +91-9702779999 📞

Mumbai, India 📍

linkedin.com/in/prannaygsharma in

KEY COMPETENCIES



WORK EXPERIENCE

Zonal Business Head - South & West India

Sep'2020 – Nov'2021

AAKASH EDUTECH PVT LTD + BYJU'S

Achievements/Tasks

- Driving the Business of Rajasthan, Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh and Entire South India with a Sales Force of 300 Executives, 12 Centre Heads, State Heads, Regional Heads and 25 Team Leaders, overseeing the entire Learning Management System and manage instructional designers and LMS administrators by providing vision and strategic leadership in design, development, implementation, and evaluation of learning courses and programs.
- Leading development, implementation and delivery of the business development function, ensuring excellent levels of customer experience. P/L ownership for maximizing revenues and increasing profitability by building strategic partnerships, harnessing strategic partnerships for profile and revenue generation opportunities particularly in the B2C models of operation.
- Developing and leading a long-term strategy for ambitious EdTech platform, launching and managing multi-channel campaigns and initiatives, to drive organic acquisition & engagement, formulating and implementing effective digital marketing and performance marketing to scale up the D2C sales segments across multiple geographies, delivering data driven performance and turning insights into actionable strategies.
- Planning & Deploying effective resources allocated to maximize student learning and ensure Return on Investment (ROI), assessing the effectiveness of learning and make recommendations based on those assessments ensuring quality control for courses offered.
- Guiding faculty in identifying, developing, exploring, and implementing pedagogically relevant instructional strategies that support the advancement of teaching and learning. Evaluating, selecting, and adopting technology products related to learning.
- Evaluating courses offered to ensure they are pedagogically sound and provide a high-quality learning experience for students, collaborating with the relevant resources, stakeholders for overall effectiveness of the programs by introducing innovative methods focusing high customer engagement and retention.
- Collaborating effectively with contacts to shape and develop the content, collaborate with appropriate offering learning contents, Study Materials and agree terms for embedding referral content of material.
- Forecasting, Planning and driving targets for the recruitment of key positions, Formulating & implementing initiatives that will help identify business expansion and distribution opportunities within existing and new channels.
- Implementing strong employee engagement strategies and retain a high performing team towards accomplishment of ambitious business targets, establish sustainable functions and group of high performing and key team members, managing future growth and effective operational activities to accomplish business strategies and plans in a long-run.
- Effectively leading on the dissemination of industry directions and hiring trends to all internal constituencies including admissions, online (digital marketing) & off-line marketing and academic faculty maximizing outreach synergies, oversee tracking process/development on all employers in a centralized team database/CRM.

WORK EXPERIENCE

Regional Business Head - West India VEDANTU

May' 20 - Aug' 20

Achievements/Tasks

- Responsible for Driving the Business of Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh and South India with a Sales Force of 850 People, 20 Centre Heads and 70 Team Leaders. Provided vision and strategic leadership in design, development, implementation and evaluation of Learning Programs, developed and implemented strategic plan for education in discussion with various stake holders.
- Increased revenues, growth in terms of business expansion, increasing profitability by building strategic partnerships to enhance market. Planned for continuous evaluation and bench-marking of Learning Management System and developed structures as per current trends of EduTech industry, managing instructional designers, LMS administrators, and other personnel to optimize student success.
- Effectively driven integration of the Information Technology for business success by introducing various computer applications into learning; develop programs in various instructional modalities. Collaborated with various internal stakeholders and key associates to plan course development and redevelopment; course offerings each session; faculty performance standards for courses.
- Devised effective model to help faculty in identifying, developing, exploring and implementing pedagogically relevant to instructional strategies that support the advancement of teaching and learning.
- Evaluated, recommended, select, and adopt technology products related to learning, deployed resources allocated for learning to maximize student success and ROI. Assessed the effectiveness of learning and make recommendations based on those assessments and quality control for offered.
- Ensured effectiveness and transparent policy formulation and implementation for smooth operation of all the centers and branches, evaluated various analytics and reports to evaluate operational efficiencies and promptly act to resolve any discrepancies and align operational parameters as per set standards.

Founder Director CONNAISSANCE EDUVENTURES

Apr' 18 - Apr' 20

Achievements/Tasks

- Strategized and implemented long-term business plans, revenue generation strategies, expansion plans and effectively managed the finances (P/L) across all sources for the annual budget, including developing, monitoring, analyzing, forecasting and reporting.
- Evaluated business processes and operational and/or financial effectiveness. Analyzed and resolve complex issues and provide alternative solutions as necessary, driven process improvement for immediate unit.
- Effectively managed accurate Interpretation, implementation and ensuring compliance with statutory academic and administrative policies and procedures. Recommend new internal policies, guidelines and procedures.
- Frequently evaluated the design and development of teaching materials, teaching staff and curriculum, regulated staff training, assess educational materials, evaluate educational technologies and mentor new teachers to help them develop effective instructional methods and strategies, driven relevant educational personnel to ensure compliance with educational standards, school and student performance, and accountability.
- Handled Manpower planning for functional area(s) of responsibility. Responsible for hiring and retaining staffs, career coaching, personal development for direct reports and accountable for the performance of employees.
- Ensured work completion within schedule and constraints. Independently guide faculty supervisors in the interpretation and implementation of human resources policies, procedures and programs to reach high level of employee retention and operational efficiencies.

PREVIOUS EXPERIENCES

Business Head - Sales and Operations with VEDANTU (June 2016 to January 2018)

General Manager - Maharashtra with Narayana Group of Schools (April 2015 to June 2016).

Assistant Vice President (Sales) with MT Educare Ltd (June 2007 to March 2015)

Founder Director with The Scholars' Institute (2001-2007)

Freelance mathematics Teacher (June 1999 to March 2021)

ACHIEVEMENTS

Aakash EduTech Pvt Ltd +Byju's

- In span of Just 2 Months, hiring of more than 300 Sales Force
- Built in West and South India in just 1 Month. Month on Month growth of 50% from August 2020. / In span of 7 Months, South West India had reached to level of Generating a Revenue of 2 Crores in March 2021 from 15 Lakhs in August 2020.

CONNAISSANCE ACADEMY

- Founded the First centre at Borivali successfully. Within a Year 5 More centres were setup at Bhayandar, Vasai, Nalasopara and Virar. All centres are running successfully.

VEDANTU

- In span of Just 3 Months driven a Business of almost 10 Crores+

VEDANTU

- Conducted Talent Hunt Test in 7 Cities in span of just 2 Months where Vedantu Brand reached more than 1 lakh+ homes and 200000 students appeared for the Exam.

EDUCATION

PGDM-Business Administration , Welingkar Institute, 2015

MBA - Marketing & HR, C.V. Raman University, Bilaspur 2013

M.E. Civil Engg from MIEM, 2001

B.E. from MIEM, Mumbai, 1999