

# TARUN KALRA

**Strategic Planning & Execution | Business Development | Branch & Business Operations | Customer Relationship Management | Vendor Management | Quality Control & Compliance | Budget Management | Leadership**

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## PROFILE SUMMARY

- ❖ Business Management - IIT Delhi / MBA, dynamic and accomplished professional with 17 years of extensive experience in the education sector, adept at driving strategic initiatives and operational excellence. Expertise in strategy and planning, with a proven ability to develop and implement business strategies that foster growth and enhance organizational performance.
- ❖ Skilled in business development and marketing management, successfully leading campaigns that increase enrollment and elevate brand visibility.
- ❖ Extensive experience in branch and business operations, ensuring efficient processes and high standards of service delivery across multiple locations.
- ❖ Strong background in customer relationship management, building and maintaining robust relationships with students, parents, and stakeholders to enhance satisfaction and retention. Proficient in vendor management, negotiating contracts and managing partnerships to optimize resources and improve service offerings.
- ❖ Design and develop policies, overseeing customer service and implementing technology solutions.
- ❖ Reviews and maintains security and safety of the premises and property.
- ❖ Comprehensive approach to managing an organization's daily activities, emphasizing smooth and efficient operations.
- ❖ Coordinate customer service operations and find ways to ensure customer retention.
- ❖ Manage contracts and relations with customers, vendors, partners, and other stakeholders.
- ❖ Oversee expenses and budgeting to help the organization optimize costs and benefits.
- ❖ Mentor and motivate teams to achieve productivity and engagement.
- ❖ Leveraged key analysis, insights & team approach to drive organizational improvements and implementation of best practices in Sales and Marketing.
- ❖ Proven capabilities in determining business unit's mission direction, formulated initiatives & provided strategic advice for achieving corporate strategic goals; skills in formulating strategies aimed at driving business growth.

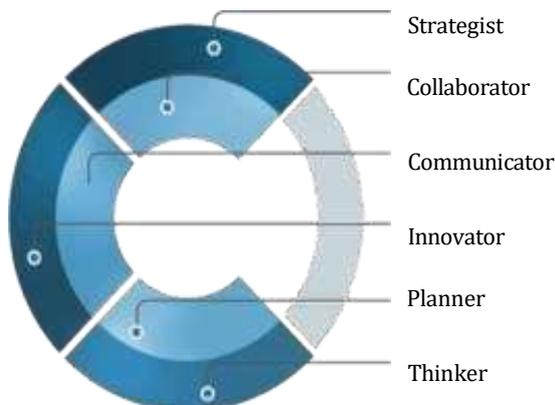


## CORE COMPETENCIES

- ❖ Strategic Planning & Business Growth
- ❖ Leadership & Talent Development
- ❖ Vendor Partnership & Contract Negotiation
- ❖ Operations Management & Efficiency improvement
- ❖ Customer Relationship & Engagement
- ❖ Marketing strategy & Brand Development
- ❖ Quality Control & Compliance
- ❖ Leadership and Training



## SOFT SKILLS



## Academic Education

- ❖ **Schooling education** done from **CBSE Board, Delhi.**
- ❖ **Graduation in B.A (General)** from PGDAV (EVE) College, Delhi University, New Delhi.
- ❖ **MBA in Finance & Marketing** from National Education Management & Technology (NEMT) New Delhi.
- ❖ **Post-Graduation in Travel & Tourism** from College of Vocational Studies (CVS), Delhi University, New Delhi.



## Professional Education

- ❖ Certificate in **Business Management from IIT DELHI.**
- ❖ Certified in **Digital Marketing** from Amity Future Academy.
- ❖ Certified **Project Management** from Amity Future Academy.
- ❖ Well versed with Windows XP, MS-Office, MS-Outlook, and internet applications.

## WORK EXPERIENCE

**Since Oct 2024 with NARAYANA COACHING INSTITUTE –FDN – IIT- NEET, New Delhi**

### **Growth Path:**

Oct 2024 to till date: Assistant Branch Manager – Operations (Delhi NCR)

- ❖ To Formulating and implementing strategies that improve operational efficiency and effectiveness.
- ❖ Leading, managing, and mentoring teams across different departments, ensuring cohesive and productive operations.
- ❖ Continuously identifying and implementing process improvements to enhance productivity and reduce costs.
- ❖ Overseeing financial planning, budgeting, and resource allocation to ensure fiscal responsibility.
- ❖ Ensuring all operations comply with legal regulations and maintain high-quality standards.
- ❖ Monitor and evaluate training programs, processes and workflows for quality and effectiveness; make recommendations for improvement.
- ❖ Ensuring that employees receive proper training and that training is documented
- ❖ Monitoring compliance with safety standards and communicating with safety managers
- ❖ Ensuring that invoices are accurate and timely
- ❖ Following up on payment of invoices
- ❖ Ensuring that payroll is prepared and transmitted accurately and timely
- ❖ Documenting, reporting, and processing injuries, incidents, and accidents
- ❖ Manage instructor schedules and manage training equipment and materials including interaction with vendors.
- ❖ Developed and implementing operational policies, standards, and procedures.
- ❖ Improving operational management systems, processes and best practices.
- ❖ Formulating strategic and operational objectives and tracking progress towards achieving those objectives.
- ❖ Managing procurement processes and coordinate material and resources allocation.
- ❖ Ensuring operational activities remain on time and within a defined budget.
- ❖ Working with the HR department to create job descriptions, hire competent personnel, and oversee employee training programs.
- ❖ Addressing operational issues and working to solve them in an effective and timely manner.
- ❖ To evaluating the efficiency of the business and its operations.

**August 2022 to Sep 2024 with AAKASH EDUCATIONAL SERVICES LTD. Gurgaon (HR)**

### **Growth Path:**

August 2022 - March 2024: Assistant Branch Manager - Operations (Gurgaon) Haryana.

- ❖ To ensure that the branch operates in a proper manner and efficiently as per processes.
- ❖ Preparation of circulars on policy matters and guidelines of general administration
- ❖ Take care of complete Discipline in staff and students.
- ❖ To manage non-instruction functions and activities; coordinates special events, volunteer coordination, parent/family involvement, transportation, and building maintenance; receives, distributes, and communicates information to administer school.
- ❖ Ensures general cleanliness, appearance and safety of all buildings are maintained to acceptable school standards.
- ❖ To manage emergencies brought to their attention, deciding on the best course of action and either dealing with the situation if appropriate or referring it to the branch manager.
- ❖ Maintain liaison with the government and local authorities (municipal, electricity, water supply, telephones, postal, etc.
- ❖ Organized and conducted various marketing campaigns such as school seminars, roadshows, events and activities.
- ❖ Monitor and guide the sales team to offer best in class counselling, enrolling, onboarding, and offering overall delightful journey to the students.
- ❖ To Counseling prospective parents (for new admissions) and guiding them through school admission procedure.
- ❖ To Counseling through Calling, E-mail and walk in.
- ❖ Act as point of contact at the branch, for students and parents, throughout the student journey.
- ❖ Ensures speedy resolution of queries & grievances to maximize customer satisfaction levels, this includes clarifying queries, resolving complaints/issues, coordinating with other departments on behalf of students/parents etc.
- ❖ Ensure retention of students and controlling left outs.
- ❖ Monitor and ensure efficiency in budget management, imprest, and timely collection of revenue.
- ❖ Ensure adherence to all legal and operational compliances, oversee the safety of facilities and security of students.
- ❖ Lead a team of executives (EDP, Admin, Accounts, Housekeeping) towards effective collaboration and provide support to maintain business continuity and operational efficiency.

**May 2018 - August 2022 with AMITY UNIVERSITY (UNIVO), Haryana & Rajasthan**

### **Growth Path:**

May 2018 - August 2022: Center Head-Online Education (Delhi NCR), and Jaipur, Udaipur & Banswara (Rajasthan).

- ❖ Formulating strategies for maximizing profitability & revenue generation, realizing organizational goals; conceptualizing & implementing plans/objectives in sync with vision and mission; ensuring performance parameters are under control.
- ❖ Ensuring effective branding of the organization and events is done through various mediums as and when required after thorough negotiation with vendors.

- ❖ Managing recruitment against the vacant position, the motivation of the team, coordination between team members and it's working towards the organizational goal. Takes the ownership of the Employees' performance and retention.
- ❖ Finalizing & controlling the complete team of Callers, Counselors, Marketing Executives, IT & Accounts Departments.
- ❖ Sustaining adherence to all admin and academic compliance necessary for smooth functioning of the center. Ensuring that the branch gets a good audit rating Responsible for daily and fortnightly update.
- ❖ Maximizing the center's revenue collection by offering justified fee concessions and minimizing the running cost of the center wherever possible, without affecting the company's norms & standards. Addressing grievances of the branch related issues.
- ❖ Creating a systematic approach to increase reach through potential mapping and sales planning; formulating & executing go-to-market strategies to leverage tremendous opportunities in terms of growth in revenue & market penetration.
- ❖ Leading complete sales operations including projection of annual sales, tracking of sales performance and interaction with other areas of the company to ensure that business orders are executed properly and profitably in accordance with overall business goals and objectives.

### May 2014 - April 2018 with ICFAI UNIVERSITY (DISTANCE EDU.), Nehru Place, New Delhi

**Growth Path:**

May 2014 - April 2018: Branch Manager - Distance Education (Nehru Place, New Delhi)

**Strategic Role:**

- ❖ New business development.
- ❖ Identification and segregation of potential Market Segments.
- ❖ Revenue generation through new account development and key account management.
- ❖ Negotiate with the corporate and Residential Societies for business development and Brand building.

**Operational Role:**

- ❖ Responsible for achieving sales target.
- ❖ Defining the exact marketing processes and responsible for executing the same.
- ❖ Developing relevant business proposals.
- ❖ Handling meetings with key clients.
- ❖ Provide necessary training to sales team as and when needed.
- ❖ Monitoring & evaluating the performance of the sales team – by guiding them to move in proper direction.
- ❖ Determine and manage Marketing Budget.

**Key Result Areas:**

- ❖ Steered business development which includes generation of business by working in database, conducting presentations in schools, colleges, and other institutes.
- ❖ Called & counseled the candidates and on the other hand convinced their parents regarding university.
- ❖ Arranged campaigns & seminars on behalf of university.
- ❖ Finalized & controlled the complete team of Sales, Marketing and Operations executives etc.

### June 2008-March 2014 with WEBON IT SOL. PVT. LTD., Rohini, New Delhi

**Growth Path:**

October 2010 - March 2014: Sr. Manager - Sales & Marketing

June 2008 - September 2010: Academic Coordinator

- ❖ Generating business leads and following up on sales opportunities.
- ❖ Cold calling potential customers and building relationships.
- ❖ Establishing customer needs and selling products accordingly.
- ❖ Working to weekly and monthly sales targets and KPI's.
- ❖ Following up swiftly on sales enquiries and sending out information.
- ❖ Working closely with other teams to develop new business.
- ❖ Researching the market and identifying potential target customers.
- ❖ Attending industry events to generate business leads.

 **SPECIALITIES**

- ❖ Good in startup Operations / Revamping.
- ❖ An Out-of-the Box Thinker.
- ❖ Passionate about Challenges.
- ❖ Believes in "Innovation always works better than commonplace".
- ❖ Good Analytical and Relationship Management skills

 **PERSONAL DETAILS**

**Date of Birth:** 17-Apr-1983  
**Father Name:** Late Sh. Rakesh Kalra  
**Languages Known:** English, Hindi & Punjabi  
**Marital Status:** Married

**TARUN KALRA**