



# VIPUL ARUN

PARTNERSHIPS | E-COMMERCE | MARKETING  
DIGITAL TRANSFORMATION | CUSTOMER SERVICE

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## SUMMARY

Result-orientated Digital Transformation & Partnership professional with 13+ years of across industry experience. Ability to effectively plan and analyse complex multiple tasks. Have significant experience in Account Management, Relationship Management, Business Development, Partnerships and efficiently managing cross collaboration among teams. Comfortable with ambiguity and can thrive in fast-paced environment.

## EDUCATION



**IIM Rohtak, 2012-14**

MBA

Marketing, Finance, Strategy



**NIT Warangal, 2004-08**

B.Tech

Electronics & Communication Engg.

## WORK EXPERIENCE

**Lead- Digital Partnerships**

**Tata Business Hub**

**Aug'2022 – Present**



A B2B digital growth platform offering trusted and affordable business solutions for MSMEs in India

- Identifying & validating monetization opportunities for multiple Business units
- Developing new digital solutions & value proposition basis partner's product portfolio
- Ensuring integrations for new demand generation with tech/product teams and managing stakeholders to drive business growth
- Developing GTM plans with stakeholders & forecasting growth for channel and partners
- Initiated and Managed platform integrations with ICICI Bank, Yes Bank, Kotak Bank, DBS Bank, IDFC First Bank, HDFC, SBI
- Lead Relationship Management, Project Management & collaboration among teams for generating consistent lead funnel contribution of over 25% vis-a-vis across all channels
- Created Digital-first partnerships leading to Zero CPL and cost savings of over INR 1Cr for FY'24
- Contributed to new customer acquisitions for Tata nexarc platform of over 7500 MSMEs

**Asst. Vice President- Digital Transformation & e-Commerce,**

**State Bank of India**

**Nov'2016 – Aug'22**



An integrated B2C digital solution from country's largest bank for solving customer's lifestyle and banking needs at their fingertips

- Defined the road map for user-centric products on the platform & Enhancing user experience
  - Gathered understanding of competitive features and positioning of product in the market & designed innovative solutions
  - Created roadmap for future ready digital products & user experience to drive customer satisfaction, loyalty and competitive advantage
- Successfully scaled 100 Mn+ Digital customers on YONO SBI via growth initiatives, customer lifecycle & product management
  - Managed New customer acquisition, retention and engagement of existing customers, with DAU of 7 Mn users
  - Driving Category growth and increase GMV for merchant partners, clocked GMV of INR 1200 Cr for FY 22
  - Driving campaigns for merchants, generating business for partners, leads and potential business for bank and value for customers
- Designing Analytics program to drive Business Revenue for partners & bank
  - Defined actionable product strategy and its delivery factoring in ROI, market research and stakeholder inputs
  - Planning, implementation, tracking & measurement of 360 degree marketing campaigns
  - Collected, Analyzed & synthesized data using on-asset tools like GA, Applc etc. & designed effective targeting & retention strategies
  - Ran experiments (A/B, multi-variety tests), analysed and delivered the next-best version of a digital journey.

**Strategy and Business Development Manager**

**Larsen & Toubro**

**May'2014 – Nov'16**



Managed Marketing, Business Development, order management for commercial Shipbuilding and Smart Cities Units across the geographical Indian subcontinent, MENA for Brand Building and Market Penetration

- Generated leads and processed budget enquiries and managed Order value of \$150Mn
- Handled Guarantee claims for ongoing projects in a timely manner to reduce cost & increase customer satisfaction
- Performed risk reviews for pre-bid & post execution of projects to measure its impact on the profitability
- Delivered Security surveillance projects for Mumbai Metro, Chennai Police Station, & Traffic Management Control systems for Hyderabad

**Intern**

**Mahindra & Mahindra**

**Apr'2013 – May'2013**



Designed strategy & Identified Scope for leveraging MMFSL network for Financial products distribution

**Assistant Manager**

**Idea Cellular Limited**

**Jun'2008 – Jun'2012**



As part of Young Leadership Program, Managed Internet Services and Network Quality functions for UPEAST Circle

- Analysed KPI reports and Dashboards and monitored update and performance of all the network elements of 9000 cell sites
- Played a pivotal role in the timely launch of 3G services in UPE circle ensuring readiness at all fronts
- Awarded Idea Excellence Awards four times- (Awards to identify the performers in each vertical)
- Maintained exceptional CSAT score over 95%, working in tandem with Sales, Marketing & Service Delivery teams