



# Bharat Somani

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## Profile Summary

I am an operations and transitions professional with 20+ years of experience in managing large, diverse and multi-location operations. My work experience includes stints in Fortune 500 companies, tech driven startups and entrepreneurial ventures covering verticals including e-commerce, fraud and scam, accounts payable, procure-to-pay, supply chain management, returns management, pre-media, pre-press, call center, marketing intelligence and banking research. Strong communication and negotiation skills. Budgeting & forecasting headcount; management and reporting to track P&L impact. Hands on experience of data management, analytics, strategic reporting, and machine learning initiatives

## Career Milestones

- Setup e-commerce operations from ground up; scaled up to 500+ in two years; achieved breakeven in 8 months, and a monthly revenue of \$400,000+
- Increased EBITA from 13% to 24% by upskilling resources, process automations, and implementation of lean practices
- Revamped data management practices: implemented cloud based interactive dashboard and analytics driven insights, using Power BI and Google Data Studio for internal management by metric practices and real time client reporting
- Setup strong project management practices, and governance models for smooth operations deliveries that met and exceeded SLA's and client expectations

## Netscribes India Pvt Ltd (Dec 2020 – Sep 2021)

*Netscribes is a global data and insights firm*

### *Associate Vice-President – Data & e-Com Operations*

#### Key Responsibilities

- P&L responsibility; Closely collaborated with Sales and Solutions (Pre-Sales), Account Management and HR to drive business and operations growth
- Assess and revamp existing process to improve productivity, quality and bottom line of the project
- Budgeting & forecasting headcount; management and reporting to track P&L impact
- Setup and transition new client projects with minimal teething phase
- Setup the Quality Management process for the division

## Iksula Services Pvt Ltd (May 2017 – Oct 2020)

*Iksula is an integrated e-Commerce solutions provider specializing in technology, operations and managed solutions*

### *Associate Director – Operations (Mumbai & Indore)*

#### Key Responsibilities

- P&L responsibility; achieved EBITA of 24% vs. target of 13% in 2018-19 by implementing lean processes, process automation, metric driven performance evaluations and a strong governance framework
- Setup and led growth of Iksula's Indore operations from 50 to 500+ in two years; led client engagement for key accounts
- Plan and budget site allocations based on growth projections; manage headcount, seating ratio and reporting
- Revamped data management practices for Iksula; implemented cloud based interactive dashboard and analytics driven insights, using Power BI and Google Data Studio for internal management by metric practices and real time client reporting
- Closely collaborated with Pre Sales, Account Management and HR to drive business and operations growth
- Implemented design thinking approach to craft meaningful solutions to address critical client requirements
- Contract management and negotiations
- Trained employees and established a Six Sigma DNA across the organization

## Indus Foods (Entrepreneurial stint - July 2013 – March 2017)

*Managed interests of Pizza Republic in North India*

#### Key Responsibilities

- End to end – from business blueprint, location identification, setting up team, training, daily operations, purchases, business profitability, expansion and business-related legal compliance
- Established cost optimization initiatives, minimized wastage and decreased inventory storage costs and wastage using EOQ frameworks
- Maintaining the quality standards set by brand along with customer relationship management through traditional and online marketing
- Managing multiple categories of restaurants from pizzeria to tea cafes

## **vTel Details (Entrepreneurial stint - October 2011 - February 2013)**

*Call in travel related information service provider*

### **Key Responsibilities**

- Business planning, Sales and Operations
- Worked with angel investors to, raise capital. Created business plan and strategic business objectives including revenue and profitability model
- Responsible for finance, sales & business operations; Lead marketing, awareness, and PR related activities

## **Merit Group (August 2010 till September 2011)**

*Merit works with the world's leading B2B brands, offering expertise in Intelligence, Data and Knowledge*

### **Head of Operations – Data Services**

#### **Key Responsibilities**

- Head of operations responsible for a division comprising 150+ members catering to 15 global clients; P&L responsibility of USD 350,000
- Responsible for client solutions, RFP management, contract negotiations and lifecycle management
- Extensive internal and external stakeholder management at C-levels
- Steered collaborations with HR, Finance, and quality control for various initiatives

## **OKS Group, Chennai and New Delhi (February 2009 till July 2010)**

*The OKS Group provides companies with business process outsourcing services*

### **SBU Head/ Sr. Manager – Data Entry, Ad Graphics and Pre Media**

#### **Key Responsibilities**

- P&L management with emphasis on cost control and profitability
- Client solutions design, RFP, negotiations and contract closures
- Operations management and achievement of service line agreements

## **RR Donnelley Company GBPO (November 2003 - February 2009)**

*RRD Global Outsourcing Services provide a range of targeted solutions to help organizations optimize critical enterprise-wide functions*

### **Senior Manager - Operations**

#### **Key Responsibilities**

- Account management and P&L responsibility for clients Fortune 500 clients (Morgan Stanley, Merrill Corporation, Goldman Sacs, Intel, Anthology and others). Revenue achievement of USD 2.5 million
- Managed 350+ team members and 24/7 global operations
- Responsible for planning and implementing of on-going operation sustainability, scaling up and BCP
- Cost optimization and process improvement using Lean Six Sigma methodologies
- Evaluation of team metrics and team scorecard while ensuring compliance and security regulations
- Working knowledge of verticals including financial print (typeset & EDGAR), design studio, presentation services, book publishing, pre-media and yellow pages ad work verticals

## **Educational Qualifications & Certifications**

- IIM, Calcutta (2020) - Business Growth Strategy
- ISI, Bangalore (2010)- Lean Six Sigma, Master Black Belt
- PMI, New York (2007) - Project Management Professional
- NIIT, Chennai (2001) - Software Engineering Diploma
- D.G.Vaishnav College, Chennai (1998) - B.Sc. Physics