



Pooja Nerurkar

Strategy & Financing | Project Management | Business Development

Gained an essential strategic, solution-oriented and decision-making mindset by witnessing, first-hand, the way in which leaders think. Driven by the ambition to be a part of endeavours that have far-reaching consequences, I see myself creating an impact with my work by leading businesses through transformative journeys.

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Mumbai, Maharashtra

KEY SKILLS

- Strategic Consultancy
- Business Development
- Partnerships & Alliances
- Project Management
- Presentation & Public Speaking
- Emotional Intelligence
- Building Processes
- Data Analysis

WORK EXPERIENCE

AVP - Strategic Alliances & Communications (Lead - Business Expansion)

Singhi Advisors - Investment Banking

02/2024 - Present

Mumbai

Achievements/Tasks

- Business Development:** Responsible to lead the business through its next phase of growth via complete brand building initiatives by leveraging existing relationships.
- Government Initiatives:** Leading the Maharashtra Chapter for the PHD Chamber of Commerce and Industry by expanding its reach and boosting key sectors in the state.
- Mergers & Acquisitions:** Directly reporting to the Founder & MD to close M&A deals by preparing research reports, negotiations, roadshows and project managing the deal.

Manager - CEO's Office

Cipla Digital Health

07/2022 - 01/2024

Mumbai

Part of the founding team to launch Cipla's digital therapeutic platform in the respiratory space.

Achievements/Tasks

- Business Development:** Tasked with increased responsibilities by the end of the first year to own 100% of the business acquisition for the company by leading a field-force of **1,200+** pan-India. Led to a **2.5x** boost in sales efficiency in **6 months**.
- Leveraging Personal Equity:** Being the face of Cipla's health-tech app by creating informative in-app content, commercials and infomercials. Led to an **increase in active users** on the platform and increased Doctor recommendations by **60%**.
- Partnerships:** Building sustainable, scalable relationships for potential mergers, product development, doctor advisory panel and monetization. Responsible for **positioning the brand** in front of all stakeholders through online and offline channels.
- Project Management:** Setting SOPs and managing the end-to-end execution of tasks across departments. Improved TAT by **40%** by developing robust tracking models.
- Strategic Initiatives:** Conducting financial due-diligence, detailed financial models, creating budgets, long-term projections, cost-benefit analysis, break-even analysis, pitch decks, and board presentations.

TRAINING & TEACHING

Soft-Skills Trainer (2018 - 2019)

- Trained over 150+ global executives of Capgemini, Deloitte and Marriott Hotels.
- Co-facilitated corporate workshops on Emotional Intelligence, Team-building, Presentation Skill-building, and Body language.
- Conducted lectures on public speaking in International Board Schools and Management Colleges.

Mentor for Underprivileged Children - The Lighthouse Project (2018 - Present)

- Fostering soft skills development, analytical reasoning, career guidance, academic aid and overall personality building.

Motivational Speaker on how to study for MBA Entrance Exams (2019)

- Invited as a speaker on the subject "GMAT Preparation and Profile-building" by IMS Coaching Pvt. Ltd., a widely renowned MBA Coaching and Consulting Centre.

Self-Defence Coach (2019 - Present)

- Being an experienced (15+ years) Karate Black Belt, executed successful seminars on Self-Defence training in partnership with NGOs and event management companies.

Finance Content Creator (09/2022 - Present)

- Sharing crucial financial wisdom on relevant topics such as Investments, Diversification, Mutual Funds, IPOs.

EXTRA-CURRICULAR

Karate Black Belt - Gold Medallist

Head of Anchoring Committee of CA National Conference (2017 & 2018)

Published Poetry - CA Students' Magazines



WORK EXPERIENCE

Manager - Strategy & New Initiatives - MD's Office

Pittie Group & IN10 Media Network

06/2020 - 06/2022

Mumbai

Achievements/Tasks

- **Experience Across Industries:** Building and executing group-level strategy and business expansion plans across the Logistics, Real Estate, Consumer FMCG, and Media Industry for a Group having turnover of **INR 1000 Cr.**
- **Fundraising:** Single-handedly led the fundraising initiative to raise **INR 100 Cr debt capital** for 2 companies within the conglomerate.
- **Investment Management:** Managed the family office portfolio - from identification of target acquisitions, due-diligence of tech-based, new-age Startups to performance monitoring post investment.
- **Strategy Consulting:** Part of the core team to launch a new business vertical with **50+ products and 5+ brands** under the personal care retail sector. Curating brand-positioning blueprint. Identified gaps to create 5 end-to-end business processes.
- **Cost-Optimization & Turnkey Projects:** Synthesize data for quarterly **root-cause analysis** to audit manufacturing and supply chain costs. Resulted in an attempted cost savings of **20%**. Ran point on the initiation of setting up of a manufacturing plant.
- **Presentation & Cross-functional Duties:** Liaisoned with **25+** department heads across all verticals to deliver on the group-wide results, analyse KPIs across all functions, and prepare and present the Board Pack for quarterly board meetings.

Treasury & Markets - Sales

DBS Bank

03/2017 - 03/2018

Mumbai

Achievements/Tasks

- **Innovation:** Developed a model that **saved 80% of the time spent** by traders in spotting market arbitrage opportunities. Linked **15 global currency combinations** to real-time fluctuations in rates, securing **SGD 6 million profit in the first deal.**
- **Relationship Management:** Re-initiated lost ties with **17 clients** with a **turnover between INR 10 bn to 100 bn in 3 months.** Invented unconventional pitching strategies commended by the Executive Director and circulated widely across departments by Executive Directors, Senior Vice Presidents, and Department Heads.
- **Client Penetration: Identified cross-selling leakages** between Trade Finance and Treasury clients by integrating cross-functional data from 4 scattered raw sources and creating a master MIS with a superior view of client cashflows.

CA Article Assistant

Borkar & Muzumdar, Chartered Accountants

03/2015 - 03/2017

Mumbai

Achievements/Tasks

- Developed sustainable master audit templates to automate workflow and reduce time taken by **65%.**
- Handled bank audits of Credit Suisse, SIDBI, Deutsche Bank, DBS and Mashreq, scrutinizing Investments, Debt Servicing, Advances and Treasury through Statutory, Interim and Tax Audits.



INTERESTS

Writing Poetry

Reading

Martial Arts

Community & Social Work



HONORS & AWARDS

Gold Medal - Karate Shiai Sparring - Women's Open (2019)

International Meibukan Goju-Ryu Karate ASIA CUP

Gold Medal - Karate Kata - Women's Open (2019)

Goju-Ryu Meibukan NATIONAL CHAMPIONSHIP

Gold Medal - Karate Shiai Sparring - Women's Open (2019)

Goju-Ryu Meibukan NATIONAL CHAMPIONSHIP



PROFESSIONAL QUALIFICATIONS

CFA Level III Candidate

CA - IPCC (2015)

CA - CPT (2014)



EDUCATION

SSC - 93.3%

St. Columba School

HSC - 90%

HR College, Mumbai University

B.Com - 82%

HR College, Mumbai University

M.Com - 70%

Mumbai University