

# PRIYANKA SHRIVASTAV

[priyankamshrivastav@gmail.com](mailto:priyankamshrivastav@gmail.com)

9819791266

S

## Academics

OD & Change Management Program from TISS 2019-2021 (Class Room Based-On Campus)

MBA (HR) from Amity School of Business, Noida in 2002

Post Graduate Diploma in Mass Communication from ICG, Location, Rajasthan University in 2001

Bachelors in Psychology from Maharani College, Jaipur, Rajasthan University in 2000

**Date of Birth:** 13<sup>th</sup> October 1979

**Address:** A – 601, Bhaktani Krishna Yari Road, Versova, Off J P Road, Andheri (W), Mumbai

Please refer to the Annexure for Award Details:



## Profile Summary

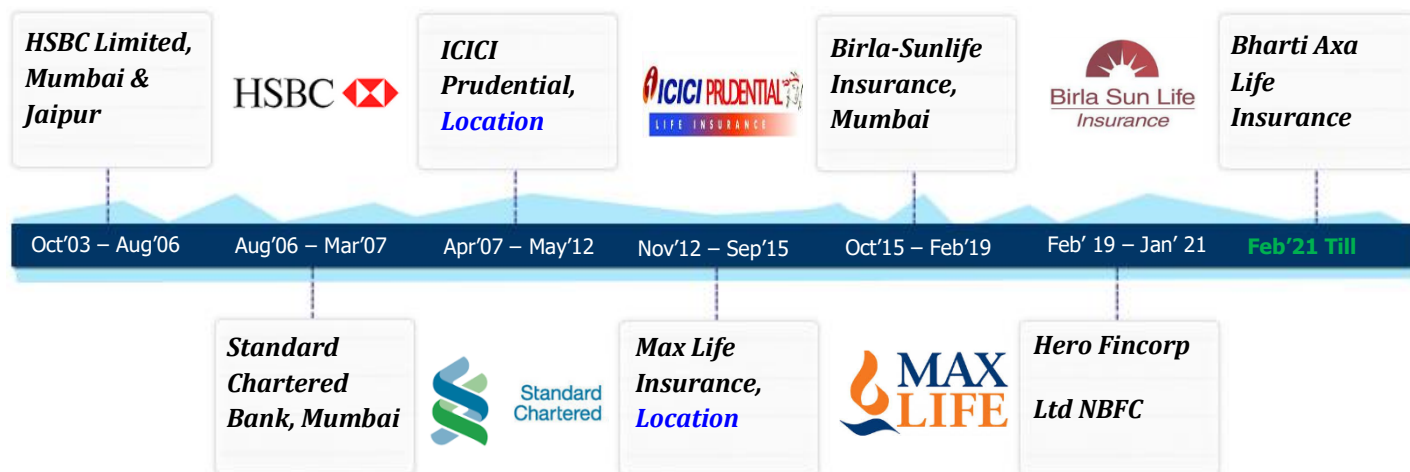
- A goal-oriented professional with **nearly 16 years** of experience in Human Resource Management and Strategic Planning
- **Strategy architect credited with implementation of innovative path-breaking HR initiatives** to streamline processes & capitalize on organizational growth opportunities
- Conferred with '**ABJ Award and ABC Award**' in 2017 and 1028 respectively
- Proficiency in **manpower management & recruitment process** involving screening and short listing with appropriate compensation; deep understanding of **industry related issues, employee satisfaction and staff development**

## Certifications / Trainings / Workshop

- Certified on OPQ Testing
- Certified on Predictive Index Testing
- Certified on Making Advance Presentations & Excel Analysis
- Certified on Business partnership 3 Days Workshop
- Completed Green Belt Training & Execution



## Career Timeline



## Work Experience

**Bharti Axa Life Insurance from Feb'21- Present as Distribution HR Head**

### Growth Path:

Feb'21 – Present:

**Distribution Hr. Head: Vice President HR**

### Brief:

**At the time of Joining for Initial 2 months I have handed the HR Operations and ATS System, got significant changes in both the areas, and set up multiple Matrix as per the HR Compliances. From 1<sup>st</sup> April onwards I have moved to Distribution HR Role for all Sales, Training and Operations functions**

**Key Result Areas: Managing Employee Base 4200, Sales, Training, Customer Services and operations**

**Role Objective:** To manage the HR function for the distribution sales by to providing core HR services, e.g. hiring, Induction & onboarding, Performance Management, Talent Management, Learning and Development and HR Operations. Work closely with key stake holders (specifically Channel Heads and their DRs) to create and deliver the HR strategy for the business and ensure that the business objectives are met



### Strategic (Direct Ownership)

- Design and deploy the HR strategy aligned to business plans quarter wise
- Strategically partner with sales leadership including channel heads and zonal heads to outline, design and deliver HR strategies to improve FLS retention and thus impacting productivity substantially
- Provide strategic advice and courageously challenge the status quo in service of overall business and end user needs (i.e. - Partnering and Advising- over - order taking and execution- )
- Partner with HR Centres of Excellence to help design improvements as per the dynamically changing needs of the business
- Provide advice & support to Channel Heads/Zone Heads on decisions pertaining to people matters/strategy; Ensure elevated levels of ownership of talent engagement, retention & development agenda
- Required to have a deep understanding of the distribution talent, at all levels, understand what makes people tick, their motivations, strengths and developmental opportunities
- Coach leaders on personal effectiveness, team dynamics, performance management and conflict resolution
- Guide & coach HRBPs to work within frameworks to optimize talent management (right person, right role, right time); support HR processes, ensure improvement in their knowledge and self-sufficiency
- Create a culture of using data and metrics to measure results and talent outcomes whenever possible
- Proactively identify, plan and lead implementation of process improvements to increase efficiency and enhancing employee experience. Update and innovate processes based on business needs
- Deliver a consistent employee experience across all distribution function and locations of the company
- Monitor culture of the organization, support an inclusive, high-performance mind-set
- Support performance management & improvement initiatives, e.g. productivity led performance plans

## ***Hero Financial Corporation, Mumbai from Feb'19= January 21 – Present as Corporate HR Head***

### **Growth Path:**

Feb'19 – Present: **Vice President Human Resources Corporate Finance Sales**

### **Key Result Areas:**

#### ***Strategic (Direct Ownership)***

- 📁 Design and deploy the HR strategy aligned to business plans quarter wise quarter
- 📁 Talent Management Program to retain the key talent pool as NBFC is highly competitive market
- 📁 Design and Provide in business plans goal-sheets, Sales incentive and processes
- 📁 Identify and develops change management and cultural development programs uniformly across all locations : GROW Workshop is one of the Key Initiative have designed with Talent Management team
- 📁 Closing AOP with Business and giving the inputs to Finance team and CHRO and do the continuous monitoring of the same.
- 📁 Responsible for defining the HR AOP for the business and monitoring the implementation of the budget for training, recruitment, staffing, service delivery, welfare, compensation and rewards
- 📁 Ensure operating expenses for HR are within the allocated budgets
- 📁 Responsible to drive cost optimization in line with the business requirements and monitor its output

#### ***Operational (Direct ownership)***

- 📁 Ensure talent acquisition aligned to structure and within defined TATs (We have quarterly budgeted numbers which needs to be completed within the TAT) No hiring happens in last 2 quarters.
- 📁 Ensure implementation of performance management system as per policy and corporate guidelines, maintain data for PMS, L&D and attritions, publish MIS to Business
- 📁 Ensure timely skill gap identification and provide inputs for behavioral training to corporate L&D team
- 📁 Develop career plans for hi-pots within the business with Talent Management Team
- 📁 Identify critical positions within the business and develop successors
- 📁 Validate and maintains audit and compliance for the respective business function and zones
- 📁 Managing employee attrition for all employee segments through various interventions at branch level (partnering critical dialogues, stay interviews), publication of RAG dashboards to zonal/regional sales leadership, implementation of the new Onboarding model for all sales and non-sales functions
- 📁 Establishing two-way formal as well as informal internal communication channel to bring transparency in industrial relations system and liaising with Labor Department and preparing & executing IR policies / procedures along with implementation of the same
- 📁 Supervising and building people capacity across channel by managing front line sales and operational manning of branches (all channels)
- 📁 Maintain high levels of employee engagement through addressing employee concerns raised in various forums and communicate in a timely manner

#### ***People Management (Direct Ownership)***

- 📁 Recruits, develops and retains workforce as per business needs. Builds talent within the team to build scalability of employees
- 📁 Provides coaching and guidance to managers to support them in managing employees, resolving disagreements and performance issues
- 📁 Assists in building and managing teams including resourcing, career development and professional development opportunities for all employees
- 📁 Facilitates and monitors talent acquisition and workforce planning interventions
- 📁 Implements programs that drive employee productivity and retention of critical talent

## ***📁 Previous Experience***

### ***Birla-Sunlife Insurance, Mumbai from Oct'15 Jan-19 – Present as Corporate HR Head HDFC Relationship***

#### **Growth Path:**

Oct'15 – Dec'17: Zone HR Head & HDFC Head HR  
Jan'18 – Corporate HR Head HDFC Relationship

#### **Key Result Areas:**

- 📁 Spearheading PAN-India relationship with 4 Direct HR Managers with a total strength of 1600+ Employees, Frontline 1400 Branch Banking & Non Branch Banking, Leadership Hierarchy of 400+ Employees

- 📁 Formulating strategic annual business plans and conducting business performance / monthly & quarterly reviews; ensuring successful manpower planning, resourcing and deploying expansion/right-sizing activities within the organization
- 📁 Effectively articulating the vision, mission & values and instituting processes to pioneer the alignment of HR policies & strategies with the vision, mission & values
- 📁 Strategizing and implementing end-to-end performance management for employees across the business unit
- 📁 Managing Appraisal Process with teams, assessing data and conducting discussions for substantiating Performance Appraisal System linked to Reward Management
- 📁 Analyzing performance based on various tools such as balance scorecard, 360 degree as well as traditional approach; identifying top performers and designing reward package to retain talent
- 📁 Finding, acquiring, assessing, and hiring candidates to fill roles that are required to meet company goals
- 📁 Steering policies and initiatives for identifying high potential, high performing talent within the organization, while providing accelerated developmental work assignments and training opportunities
- 📁 Establishing two-way formal as well as informal internal communication channel to bring transparency in industrial relations system and liaising with Labour Department and preparing & executing IR policies / procedures along with implementation of the same
- 📁 Directing the setting up of HDFC Non-Branch Banking Vertical with 500 employees out of which 100 employees are in pay-roles of bank
- 📁 Supervising and building people capacity across channel by managing front line sales and operational manning of branches (all channels)
- 📁 Managing employee attrition for all employee segments through various interventions at branch level (partnering critical dialogues, stay interviews), publication of RAG dashboards to zonal/regional sales leadership, implementation of the new Onboarding model for DSF FLS in the zone and drafting Attrition Action Plan for the zone

### Highlights:

#### From Jan'2018 - Present

- 📁 Recruited 1300 FLS, 400 Branch Managers, 50 Regional Heads and 11 Zonal Heads within 3 months by implementation of HDFC Branch Banking Model
- 📁 Led the implementation of different induction for HDFC and ensured delivery of Tablets to I Card within a day; hired 50 trainers and 20 team of operations & IT

#### From 2015 - 2017

- 📁 Supervised 81 offices with the team of 5 Direct HR Managers for integrated channels (DM-TPD-Agency-APC) with total strength of 2400+ Employees across Gujarat, Mumbai - Maharashtra, Vidharbha, Rajasthan
- 📁 Headed two Black Belt Projects for TPD & DM channel on attrition & productivity as an additional responsibility
- 📁 Achieved month-on-month manning numbers to tune of 98% including offers is always on 100%; successfully completed 60% hiring through employee referral, branch referral or portal
- 📁 Enhanced gender ratio in the Sales vertical (Channel + Support) from 16% to 29% within an year
- 📁 Led the launch of PMP process for non-performers to stop the random exits and initiated Exit Calling Process and RM Patch Exits Calls
- 📁 Planned and implemented new on boarding model for DSF FLS in the zone and successfully linked New Joinee Calling Process M1 & M4 with the exit analysis which helped in increasing the productivity and attrition reduction
- 📁 Developed Compliance Action Grid for Branch Managers and achieved 0 absconding cases in the zone to enhance overall employee relations ; organized compliance workshop twice a year

### ***Max Life Insurance, Mumbai from Nov'12 - Sep'15 as Zone HR Head for West II (29 Offices with team size 3 Direct HR Managers)***

### Highlights:

- 📁 Headed the entire gamut of operations as a pure Business Partner role from acquisition, retention, employee engagement, performance management, leadership development, cost, planning, budgeting & forecasting
- 📁 Maintained 100% of man-month 9 months out of the 12 months and an average median cost of INR 3.65 lakhs of ADM Hiring
- 📁 Planned and cover 90% Band 3 Leaders under MDR program; worked with OTR files to assess each leader on Max-life competencies
- 📁 Led the launch of :
  - 📁 Educatory Series on Compliance and conducted compliance sessions during Office Visits
  - 📁 'Alankara': rewards & recognition platform for all early performers & for non-performing ADM to boost the performance
  - 📁 AADHAR: 90 days new Joinee induction program to have early success in MY 5 & to give the right hand-holding to new joinees

### ***ICICI Prudential, Mumbai from Apr'07 - May'12 as Sr. Manager-Acquisition Pan India***

### Growth Path:

Apr'07 - 04'11: Sr. Manager, HRD Mumbai  
 04'11 - May'12: Sr. Manager-Acquisition

### Highlights:

### **From 2011 - 2012**

- Administered operations as Head of Recruitment Channel of ICICI Prudential 'Sourcing Partner' (team of 800 callers)
- Managed ICICI Prudential fresher recruitment program 'Train & Hire' and supervised campus recruitment & relationship management with the premier graduate colleges & MBA schools across India
- Hired 2500 + fresher's under "Train & Hire" initiative and over 4000 frontline candidates under 'Sourcing Partner' initiative
- designed content and planned appropriate hiring strategy
- Enhanced the overall hiring numbers by XX% by internal job posting by XX%
- Successfully managed a 84%; led the implementation of Hire-Craft ATS System within the organization

### **From 2008 - 2010**

- Managed the entire gamut of talent acquisition operations across the peninsula states; hired 1500 employees month on month across level
- Led the implementation of 'Antecedent Risk Check' process for all grades hires pre-joining; managed frontline 90 days yield on 82%

### **From 2007 - 2008**

- Performed the recruitment of Industrial Academic partnership program- PGPMI and hired 1300 Candidates

### ***Standard Chartered Bank, Mumbai from Aug'06 - Mar'07 as Sr. Relationship Manager - Priority Banking (Team Size: 4 Advisors)***

#### **Highlights:**

- Managed a book size of INR 30 Crores and performed investing planning for HNI customers with a minimum book size of INR 2 Crores with the help of investment advisors
- Received INR 5 crore business from 'Cello India Ltd.' in Benchmark Fund

### ***HSBC Limited, Mumbai & Jaipur from Oct'03 - Aug'06 as Financial Planning Manager***

#### **Highlight:**

- Received the following ranks:
- 12<sup>th</sup> Rank across PAN India for the Branch Lead Table as Financial Planning Manager
- 1<sup>st</sup> in North India for selling the highest POWERVANTAGE accounts, saving account for the mid-market segment
- 1<sup>st</sup> in North India for selling highest number of insurance policies in terms of aggregate insurance premiums

### ***ShyamTelelink Ltd., Jaipur from Nov'02 - Oct'03 as CRM Executive (Team Size: 21 Customer Relation Executives)***

### ***Enterprise Nexus Communication P Ltd., New Delhi from May'02 - Oct'02 as Research Executive (MT)***

## **ANNEXURE**

### **Awards Achieved :**

- Best Sales HR Team for Setting Up HDFC Channel 2018
- Best Sales HR "Star Employee" 2018
- Best HR CHRO Award in 2017
- Employee Champion in 2015 April
- Torch Bearer Award in 2015 April
- Best Team Award in 2015 April
- Compliance HERO Award in March 2015 for timely closures of compliance cases & to keep the compliance flag high
- Best Debutant Business Partner HR in 2013
- Chairman's Award in 2013 to be "Best in Retention in Industry at 35%" (Biggest Award in Ma-life)
- Award for Launching & Hiring through Sourcing Partner Channel and managed Retention on 92% in ICICI Prudential
- Award for hiring 3000 Fresher's under Train & Hire Model (Designed & Implemented) in ICICI Prudential



