

Summary

- Talented executive director with 16+ years of professional experience in strategic initiatives and the full strategy and life cycle of B2B, eCommerce, S&OP, commercial sales, analytics, master data management, web, multimedia, mobile, kiosk, UI, UX, print, traditional art, marketing, KPIs, budgets, and CMS solutions.
- Skilled in gathering requirements from stakeholders and translating them from concept to completion.
- Proven track record directing multiple projects with aggressive deployment schedules.
- Impressive background leading and mentoring teams, developing innovative branding, crafting educational material, and pioneering solutions for a broad range of audiences to grow business.
- Adept at working individually, cross-functionally, or managing projects to produce quality results on time and under budget.

Experience

Director, UX / S&OP | Southern Glazer's CA | Sep 2015 – Present

- Spearheaded S&OP for SGWS of CA, covering over \$4 billion in annual sales and optimized inventory 6%.
- Directed forecasting using consumer trend analysis for a broad range of retail giants including Costco, Walmart, Trader Joe's, Target, Albertsons, Smart & Final, Total Wine & More, Chili's, Cheesecake Factory, CVS, and more.
- Deployed online eCommerce web platform to manage all aspects of commercial sales planning and demand-based forecasting with JDA and SAP integration.
- Utilized A/B testing to build UX for comprehensive reporting, KPI's, guardrail budgets, and insights for customer facing account executives, finance, and operations.

Director, Master Data & Creative Services | Southern Wine & Spirits | Jan 2012 – Aug 2015

- Oversaw UI/UX and development on web, sales, mobile, dashboards, and business applications for the largest alcohol distribution company in the U.S which brings in over \$15 billion annually.
- Directed and deployed New Item Registry, a multimillion dollar master data and digital asset management system to Supplier partners.
- Headed strategic advisory groups for master data, reporting, web, and process management.
- Managed supplier partners, vendors, and internal divisions to onboard new SKUs to the product portfolio.
- In addition, worked on BI solutions to capture and streamline sales goals and forecasting.

Web Manager | Southern Wine & Spirits | Jul 2005 – Dec 2011

- Responsible for the UI/UX, logos, and overall web presence.
- Grew B2B/eCommerce channel business from \$14k to \$70+ million annually within 3 years.
- Laid the foundation for item and supplier level master data by enhancing the enterprise data warehouse to better serve online sales and business goals.
- Improved efficiencies, hired data stewards, and streamlined product life cycle management systems.
- Designed UI/UX and deployed a reconciliation system to standardize the taxonomy for item level data.
- Worked with BevMo, Walgreens, Walmart, and other retailers to enrich item data.
- Managed web design and development teams, created targeted email marketing campaigns, and wrote business requirements.

Web Designer, E-Services | Southern Wine & Spirits | Nov 2000 – Aug 2005

- Design, UX, development of Topaz, a sales force order entry software which brings in \$20 million/day.
- Created and deployed web solutions including content management systems, public website, intranet, B2B high volume commercial site, and video presentations.

Media & Design Consultant | Freelance

- Created designs, new media solutions, and web marketing strategies for organizations. Managed external business partnerships with resources and clients. Wrote proposals, SOW, business requirements, and creative copy. Collaborated with product managers to develop visionary interactive concepts and strategy for online advertising campaigns ranging from responsive applications, to touch screen kiosks, and print media: NANAND78.com.

- **DDX Media:** Developed the edRover eCommerce app that offered an image driven shopping technique to Amazon.com with proceeds and donations going to help schools.
- **Tippett Studio:** Partnered with Media Elements to create UI/UX and rich interactive CMS for the effects company responsible for: Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, etc.
- **MLB, Oakland A's, Cisco:** Crafted Flash design, UI/UX, script and Omniture tracking for this project outsourced by Heartwood Studios. It showcased [Major League Baseballs A's Stadium of the Future](#).
- **M&H Uniforms:** Designed responsive eCommerce [website](#) and branding for manufacturer that creates professional attire for: AirTran, Southwest, FedEx, Delta, US Airways, United Airlines, and more.
- **ipsh! / The Marketing Arm:** Created intuitive UI/UX interactive and mobile marketing solutions for some of the world's most recognized brands including Bacardi, Grey Goose, HP, Walmart, State Farm, Tostitos, AT&T, Bath & Body Works, Nintendo, Radio Shack, YPMobile, Willy Wonka, JCPenney, Monster, NFL, Dallas Cowboys, Bank of America, Victoria Secret Pink.
- **Stelling Technologies Pvt. Ltd / Indian Railways:** Worked with representatives and investors to design the UI / UX for the [Train Enquiry System](#) & [Rail Yatri](#), used by millions of travelers across India.
- **5th Finger:** Constructed Joseph A. Bank Build a Tuxedo iPhone App and GlaxoSmithKline's app.
- **ZScaler:** Created cloud security admin dashboard, wire frames, and design.
- **Omega Mobile's:** Developed prototypes for Chrysler, Jeep, Qualcomm, and Sprint apps.
- **Ring Central:** Designed email newsletter templates.

Multimedia Instructor | Platt College | May 2000 – Dec 2000

- Managed design and construction of new web curriculum to help create portfolios for students in order to prepare them for better career opportunities.
- Instructed students in the Adobe Suite (Flash, Photoshop, Dreamweaver, Director), Sound Edit, FTP, and scripting. Taught Principles of design, work, user-interface, and web design.

Education

BA Multimedia & Design

California State University, Hayward (East Bay)

Technical Aptitude

Applications

Steel Wedge, AS400, JDA, Adobe Suite (Photoshop, Dreamweaver, etc.), MS Office (Excel, Word, etc.), WebTrends, Visual Source Safe, Business Objects, Invision, Sketch, Balsamiq, Google Analytics, etc.

Illustrations, Development & Technology

S&OP, MDM, CMS, CSS3, HTML5, Drupal, DNN, Share Point, JavaScript, ActionScript, SEO/M, Web 2.0+, SAP, SDLC, Digital Illustrations, UI, UX, Wireframing, Storyboard, Art, Sculpting, Process Management, Interaction Design, Digital Rendering, Icon, Web, Identity, Signage & Typography, Mobile, A/B Testing, KPI, Budget, Sales, Business

Certification: Lean Six Sigma Green Belt

Publications & Media: Yahoo Finance for Item Reclassification MDM Cloud, Bit Business Issue 5 (Japanese Magazine), Tech Week Volume 3, Issue 15, and internal newsletters for Southern Wine & Spirits.

Fluent in English, Hindi, with some Spanish and Punjabi

References **Available upon request.**