

## Summary

I'm a talented executive director with 16+ years of professional experience in strategic initiatives and the full life cycle of various solutions including S&OP, commercial sales planning, master data management, web, multimedia, mobile, kiosk, user interface, print, traditional art, marketing, and content coordination. Skilled in gathering requirements from business partners and translating them from concept to completion. In addition, I have a proven track record directing multiple projects with aggressive deployment schedules plus an impressive background leading teams, developing innovative branding, crafting educational material, and pioneering solutions for a broad range of audiences. Adept at working individually, cross-functionally, or managing projects to produce quality results on time and under budget.

## Experience

### **Director, Sales & Operations Planning | Southern Glazers Wine & Spirits | Sep 2015 – Present**

- Spearheading S&OP for SGWS of CA, covering over \$4 billion in annual sales.
- Working to deploy and manage all aspects of incorporating commercial sales planning and demand-based forecasting using Steelwedge for account executives, commercial, finance, and operations.
- Coordinating logistics for purchasing and demand planners using Steelwedge, E2Open, JDA Demand, Fulfill, and SAP.

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

Oversaw web, sales, mobile, and executive dashboards while serving as the primary liaison to train and support Supplier facing business applications for the largest alcohol distribution company in the U.S. Headed strategic advisory groups for Master Data Management, reporting, web, and process management.

- Directed [New Item Registry](#), a multimillion dollar enterprise web-based master data and digital asset management system.
- 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.

### **Manager, Item Classification | Southern Wine & Spirits | Jul 2009 – Dec 2011**

Laid the foundation for master data by enhancing the enterprise data warehouse and item-level data to better serve sales and operation planning and business goals of the company. Improved efficiencies, hired data stewards, and streamlined product life cycle management systems.

- Designed 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.

### **Team Lead, Web Services | Southern Wine & Spirits | Sep 2005 – Jun 2009**

Responsible for the corporations unified look, feel, UI/UX, logos, and overall web presence. Managed web design and development teams, created targeted email marketing campaigns, and wrote business requirements.

- Grew [B2B/eCommerce](#) channel business from \$14k to \$70+ million annually within 3 years.

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

Created and deployed various web solutions including the content management systems, public website, intranet, B2B high volume commercial site, order entry application, and numerous video presentations.

- Spearheaded design and development of sales force order entry software which brings in \$20 million/day.

### **Media & Design Freelance Consultant | NANAND78.com | Aug 1998 – Sept 2013**

Created designs, new media solutions, and web marketing strategies for organizations. Managed external business partnerships with resources and clients. Wrote formal proposals, business requirements, and creative copy for

online ad campaigns and collaborated with product managers develop visionary interactive concepts and strategy for online advertising campaigns ranging from responsive applications, to touch screen kiosks, and print media: DarkHourStudios.com and [NANAND78.com](http://NANAND78.com).

- **DDX Media's:** Developed the [edRover](#) 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 a rich interactive [CMS](#) for Hollywood effects company for films like: Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, etc.
- **MLB, Oakland A's, Cisco:** Crafted Flash design, user-interface, 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 [website](#) and branding for one of the largest uniform manufacturers in the nation. They create professional attire for brands: AirTran, Southwest, FedEx, Delta, US Airways, United Airlines, and more.
- **ipsh! / The Marketing Arm:** Created intuitive 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](#) which is used by millions of travelers across the South Asian subcontinent.
- **5<sup>th</sup> 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, 1996-1999**

California State University, Hayward (East Bay)

#### **Technical Aptitude**

##### **Applications**

Steel Wedge, AS400, JDA, Adobe Master Suite (Photoshop, Flash, Dreamweaver, Fireworks, etc.), MS Office, Internet Explorer, Chrome, Firefox, FTP software, WebTrends, Visual Source Safe, User-Interface, Interaction, Digital Rendering, Icon, Web, Identity, Signage & Typography, Mobile Design, Business Objects

##### **Illustrations, Development & Technology**

S&OP, MDM, CMS, CSS3, HTML5, Drupal, DNN, Share Point, JavaScript, Action Script, SEO/M, Web 2.0, SAP Dashboards, Digital Illustrations, Storyboard, Traditional Drawing, Print Making, Sculpting, Process Management

**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, Urdu, and listening skills in Punjabi**

References **Available On Request**