SONI HARSH SRIVASTAVA

Ph: 9935529851; soniharsh.srivastava@gmail.com,

EXPERIENCE BREIF

A decade plus of experience in academics with an institution of repute. Two years of industrial experience entails sales and marketing with focus on client relationship and service management with an export oriented organization besides direct marketing of a novel health products in northern markets.

31 DEC'2008 – 3 MAY'2018 IMS- UNIVERSITY OF LUCKNOW (NEW CAMPUS) Lucknow, India

Regular Faculty (Contractual) with Institute of Management Sciences (IMS, LU)

- Teaching Marketing and allied subjects to MBA /BBA students of various programs.
- Fifteen plus papers presented in various seminars, at national and international level.
- Attended four Faculty Development Programs (FDPs) and participated in various seminars.
- Assistant Superintendent Exams at the end of every term since 2014.
- Member of the entrance examination conduct team in year 2013. Paper-setter with institute and also with an autonomous college of the University of Lucknow.
- Course Coordinator of MBA (Marketing), MBA (HR&IR), MBA (Retail Management) programs.
- Life member with LMA.
- Instrumental in academic, industry oriented and extra-curricular activities pertaining to student's overall development.

AUG–DEC2008 IMS-LUCKNOW UNIVERSITY (NEW CAMPUS) & MODERN GIRLS' COLLEGE OF PROFESSIONAL STUDIES Lucknow, India

Guest Faculty in Management Studies

- Guest Faculty at Institute of Management Sciences (IMS) ,University of Lucknow and at Modern Girls' College for Professional Studies, Gomti Nagar, Lucknow
- Taught BBA students various management subjects as E-Commerce, Research Methodology and Marketing Fundamentals.

SEP 1999 - AUG 2000 TEX CORP LIMITED (GAPPS INDIA PVT.LIMITED) Gurgaon, India

Customer Relationship Management – In charge of customer service -

- Played a pivotal role in handling queries and generating new customers as a member of the export promotion team .It helped to develop more clients at various export promotion zones in India and abroad.
- Managed leads from order acceptance to delivery via production and quality control lines.
- Managed all airways and sea shipments documentations with the help of two assistants.
- Part of the team involved in designing the processes for the timely and cost effective delivery of samples and bulk orders that reduced sample delivery to within 24 hrs. Developed order tracking system with IT and Operations Dept.
- Involved in accelerated flow of sales information from field to head office and vice-versa that helped in reduced time in overall order handling.

FEB 1999 - MAY 1999 HEALTH MEDITRONICS PVT.LTD. DELHI, India

Sales Consultant

- The assignment entailed working out sales strategies for the head office and field functionaries so as to minimise the turnover and reduce direct & indirect costs to the company.

PROJECTS

1ST OCT-31ST DEC'98 LUPIN LABORATORIES LTD. DELHI, India

Executive Trainee

- " A study of market structure of antibiotics with main focus to Clarithromycin "
- The project involved detailed study / research on position of all the existing brands under the same generic name vis–a–vis Clarithromycin.

- It gave an insight into the efficacy, pricing , logistics and marketing of the brand as the whole Delhi region was covered and interactions with big and small physicians was made . It helped to know various percentages consumers require of different doses / strengths at an affordable price . Thus gave an insight to change their target strategy.

1ST -30TH JUNE'98 MODERN FOOD INDUSTRIES INDIA LTD.(MERGED WITH HLL) DELHI, India

Management Trainee

- " A study of **Premium Bread Market**- Past, Present and Future "
- The project gave an insight into the changing scenario of the Indian households with increasing health cautious breakfast particularly breads.
- It helped to locate the market pockets where the concept of Premium Breads would work more among the consumers.
- Also an over view into competitors' range of products with distribution channels.

DEC'97-JAN'98 BAJAJ AUTO LIMITED PUNE, India

Management Trainee

- " Dealership evaluation and performance audit of Bajaj Classic – SL"
- Over two months, a study of marketing strategies and performance of the competitor dealerships and company's showroom was made.
- A view on what led to the failure in Bajaj Classic SL (Scooter brand) was made with the suggestions of improved versions as required by the consumers.

EDUCATION

JUNE 2013-19 PH.D. SCHOLAR AT BANSTHALI VIDYAPITH, (THESIS SUBMITTED)

JUNE 2009 UGC –NET –MANAGEMENT, LUCKNOW, India

1996–98 WOMEN'S INSTITUTE FOR STUDIES IN DEVELOPMENT ORIENTED MANAGEMENT (WISDOM) , BANASTHALI VIDYAPEETH JAIPUR, India

Masters of Business Administration (MBA – A two year full time residential degree programme)

- Major Specialization in **Marketing** and Minor specialization in **Information Technology**.
- **Secured 70% marks** .
- One year certificate course in **German as Modern European Language**.

1993-96 DAULAT RAM COLLEGE, UNIVERSITY OF DELHI DELHI, India

Bachelors of Science (Hons)

- Specialization in **Botany, 1st Class** .

1992-93 A.I.S.S.C.E. (CBSE- 12TH) DELHI, India

- Happy Model School, Janakpuri, New Delhi.
- **Secured 73%** with Physics, Chemistry, Maths , Biology & English.
- Distinction in Physics, Chemistry, Biology.

ADDITIONAL

Other Achievements and Certifications

- Vice-President of college botanical society from 1995-96;
- Certificate course in German as a Modern European Language(97-98).
- Certificate course in Kathak –Prathama .(97-98), Banasthali Vidyapith.
- Second Position at National Level in On the Spot Painting Competition organized by Indian Council For Child Education (1991).
- Besides above , earned various cash prizes and merit certificates in many fields during school and college education.

Community

- Performed a lead role in the documentary film on the Genesis of Banasthali Vidyapith, directed by noted Film-maker,Ms Aruna Raje Patil in March 1998.

Hobbies

- Painting, cooking and listening old famous hindi songs.

OTHER DETAILS

Date of Birth – 29-05-1976
Marital status – Married with children
Husband's Name – Mr. Harsh Kumar (Executive Director –IBM India Pvt. Ltd., N.Delhi)
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