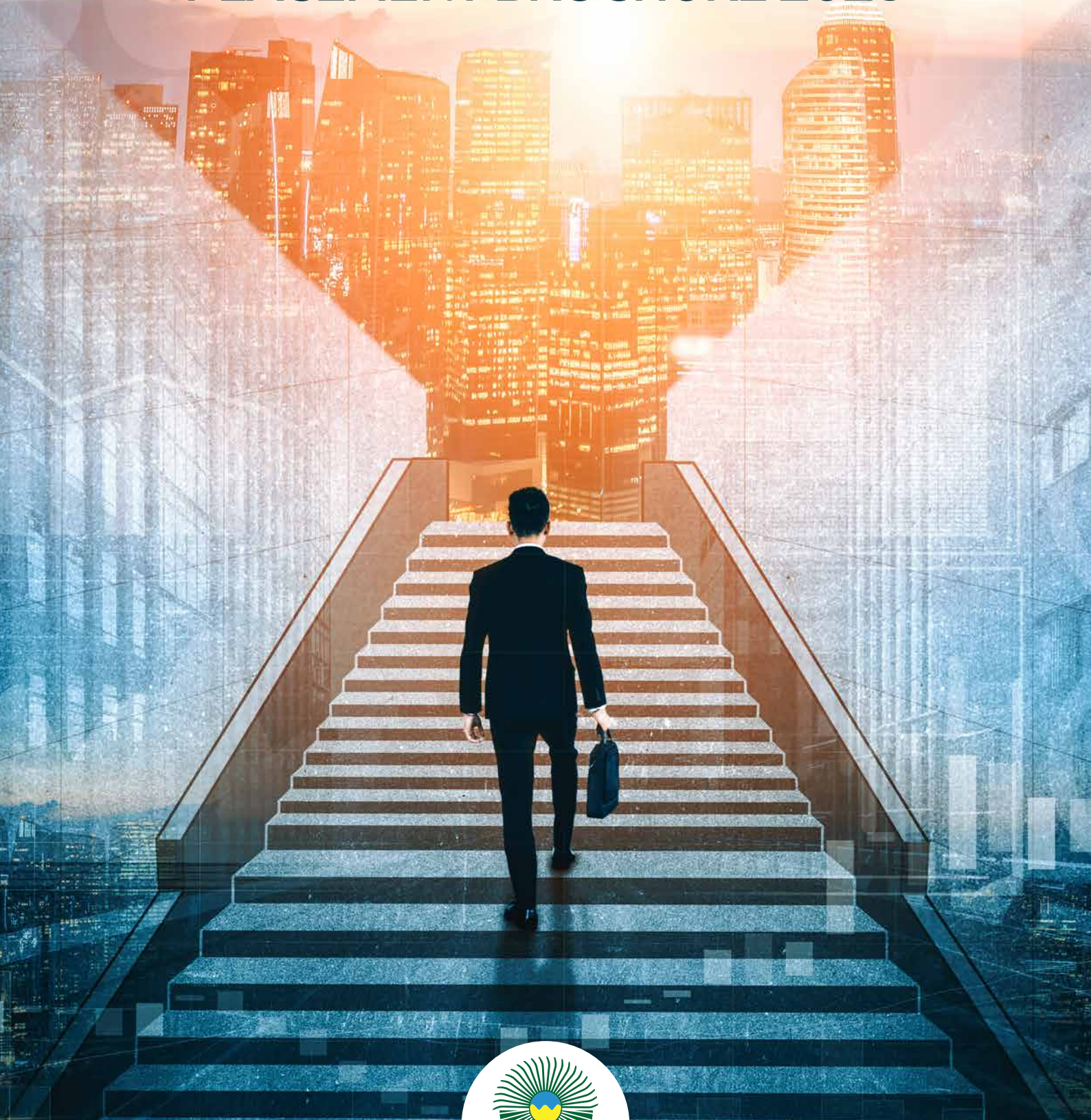


POST GRADUATE PROGRAM FOR
EXECUTIVES (PGPEX)

PLACEMENT BROCHURE 2025



INDIAN INSTITUTE OF MANAGEMENT SHILLONG







ADITI DUBEY

Work Experience: 6 years 1 months



Strategic and creative Visual Merchandising professional with 6+ years in brand experience and retail campaign execution. Proven ability to drive footfall and enhance in-store engagement across the stores. Skilled in brand storytelling, visual strategy, and cross-functional collaboration to deliver consistent marketing outcomes.

Roles & Responsibilities

Campaign Execution & Store Experience

- Designed and rolled out seasonal, festive, and product-specific visual campaigns to enhance customer engagement and in-store storytelling.
- Led the visual setup for new store launches, focusing on layout planning, branding alignment, and customer flow optimization.
- Created visually impactful window displays, backdrops, and in-store props that supported promotional themes and marketing goals.
- Ensured brand consistency across multiple retail locations through uniform execution of planograms and visual standards.

Data-Driven Merchandising & Strategy

- Analyzed store-level sales data and customer behavior to refine visual merchandising strategies for better conversion and footfall.
- Developed and adjusted planograms based on performance insights and market trends to optimize product placement.
- Generated detailed campaign performance reports to evaluate impact and identify areas for improvement.
- Aligned visual strategies with national marketing calendars while tailoring execution to regional demands and audience preferences.

Team Enablement & Operational Management

- Trained and guided in-store visual merchandising teams to ensure consistent execution of brand guidelines and campaign elements.
- Collaborated cross-functionally with sales, operations, and marketing teams for seamless execution of visual plans.
- Managed vendor coordination for the production and delivery of props, fixtures, and signage to meet rollout timelines.
- Monitored and controlled campaign budgets, ensuring cost efficiency without compromising quality or timelines.

Achievements

- “Moment of Fame” Award – Titan Company Ltd - Recognized for exceptional performance in visual merchandising execution, campaign impact, and cross-functional collaboration—honoring creative excellence and consistency across 120+ stores in North India.

Extra-Curricular Activities

- Public Relations Committee Member – IIM Shillong - Actively involved in managing external communications, coordinating institute branding, and engaging with stakeholders through events and media channels.
- Artist & Content Creator Passionate about painting and visual art; curate and share original artwork through a dedicated Instagram page, blending creativity with digital storytelling.

Core Skills

- Visualisation
- Planning
- Execution
- Analysis

Qualifications

- Footwear Design & Development Institute (FDDI) | 2014-2018 | B.des

Industry

- Retail
- Fashion

Previous Employers

- Caratlane Trading Pvt. Ltd.
- Titan Company Ltd.
- Shoppers stop Ltd.

Industry Expertise

- Retail
- Luxury & Lifestyle
- E-commerce and Omnichannel Retail

Function/Domain

- Merchandising
- Store Planning and Layout
- Campaign Roll Out

Areas of Interest

- Marketing
- Consulting
- Product Marketing



ADITYA MANDAR JOSHI

Work Experience: 6 years 4 months



A goal-oriented leader with 6+ years of expertise in marketing and strategy, I am an accountable intrapreneur



AMEET JYOTI DAS

Work Experience: 10 years 9 months



Results-driven IT professional with 10+ years of experience in data engineering, software development, and leading cross-functional teams across multiple domains such as Banking and Insurance. Skilled in managing end-to-end Agile projects with strong analytical and problem-solving abilities. Consistently recognized for delivering results and driving high-impact outcomes, blending technical expertise with managerial insight.

Roles & Responsibilities

Digital Strategy and Transformation

- Successfully turned around a critical client-facing project for City National Bank(California) by streamlining processes, improving team accountability, and enhancing communication—reducing escalations by 50% and earning a project lead role in thenext assignment.
- Led the identification and restriction of erroneous policy migrations for FarmersInsurance Group (FIG) in a tight-deadline project, reducing errors by 75% through effective collaboration, strong problem-solving, and clear communication with external stakeholders.

Leadership and Stakeholder Management

- Successfully led the development of a complex real-life project model for a client visitby coordinating cross-functional teams, navigating regulatory hurdles, and delegating effectively—earning client praise and contributing to new business wins for TCS.
- Collaborated with senior leadership of both Cognizant and City National Bank(California) to lead Weekly Status Reviews (WSR) and Monthly Business Reviews (MBR), presenting project updates and driving discussions on cycle time, efficiency, and monthly release performance.

Project Management

- Led cross-functional team at Cognizant with unfamiliar applications, fostering collaboration through knowledge-sharing sessions that enabled smooth operations during a critical resource exit—demonstrating adaptability, leadership, and team resilience.
- Responsible for the audit process for my project at Cognizant, presenting critical artifacts such as unit test cases, project documentation, architecture diagrams, and JIRA tickets to the auditor.

Process Improvement

- Spearheaded an auto-renewal solution for Farmers Insurance Group (FIG) by collaborating across teams, leading to 50% higher customer retention and significant cost savings through process innovation and seamless communication.
- Saved Farmers Insurance Group (FIG) \$1M annually by optimizing the SQL queries used in batch processing and increasing automation thereby reducing manual tasks.

Achievements

- Recognized with the “Stellar Achiever” award for leading a team requiring specialized knowledge and maintaining the business continuity in Cognizant.
- Felicitated by the Account Manager and Client head at an annual event for building real-life business model during one of the client visits in TCS.
- Received Rs 10,000 per year in B.Tech from Government of Odisha under ‘Medhabruti’ Scholarship.

Extra-Curricular Activities

- Volunteered with Make a Difference (MAD) for two years where I taught children at an orphanage. Over time, transitioned into a fellowship role, where along with raising funds, recruited and managed volunteers and organized impactful events.

Core Skills

- ETL - Informatica PowerCenter
- Informatica Intelligent Cloud Services (IICS)
- SQL
- Data Analysis
- Data Engineering
- AGILE Methodology
- Oracle Database 10g/11g
- CA Workload Automation
- GitHub, JIRA, Kanban
- Python
- R

Qualifications

- B-Tech in Electrical Engineering

Industry

- Technology, IT/ITES

Previous Employers

- Cognizant
- Tata Consultancy Services

Industry Expertise

- Banking, Insurance, BFSI

Function/Domain

- Scrum Management
- Release Management
- Team Management
- Digital Strategy
- Stakeholder Management





BISHAL RAM

Work Experience: 5 years 5 months



Results-oriented consultant with 5+ years of experience in analyzing business needs and delivering data-informed solutions. Skilled in communication, analytical thinking, and problem-solving, with expertise in Excel, SQL, Python, and data visualization tools. Provenability to identify trends, streamline operations, and provide actionable recommendations to drive growth and innovation.

Roles & Responsibilities

Data Analysis and Interpretation

- Developing interpretation based on quality statistical analysis & predictive data values to improve product quality.
- Developing interpretation based on quality statistical analysis & predictive data values to improve product quality.
- Contributing to the increase in equipment efficiency by 35% by using analytics.
- Exercising quantitative analysis & visualization to present data on user interaction with the product which increased the revenue by 25%.

Quality Control and Process Optimization

- Organizing huge data sets effectively via advanced SQL querying and systematizing the process for smooth mill operation.
- Performing data analysis and creating dashboards to show the energy efficiency of equipment and energy savings.
- Playing a pivotal role in preparing dashboards and generating high revenues by improving the product quality by altering the raw matrix.
- Evaluating and formulating enhancement strategies to boost KPIs across allequipment matrix.

Report Generation & Troubleshooting

- Creating weekly reports and updating the resources with new data.
- Training the recruits in data handling and coaching them to manage the inventory.
- Resolving issues pertaining to dashboards and reporting database environmentand overseeing the quality assurance of the data.

Additional Responsibilities

- Played a key role in obtaining all necessary clearances (BIS, PCB, MoEFCC) forsetting up a new plant and single-handedly established a chemical and physical laboratory.
- Collaborated with mechanical teams to optimize production processes, setupmills, and streamline operations from start-up to execution.
- Managed procurement of process spare parts and raw materials, including supplier negotiations and rigorous quality checks to maintain production standards.

Achievements

- Independently established and operationalized a fully functional Physical andChemical Laboratory from scratch, ensuring high-quality process monitoring and compliance.
- Successfully implemented ISO 14001, 45001 and 50001 with zero non-conformities, strengthening enterprise-wide quality and information security compliance.
- Produced and distributed sanitizers to nearby villages using in-house lab facilities.
- Certified Internal Auditor of ISO 14001, 45001 and 50001.

Extra-Curricular Activities

- Part of the ABC Scheme of CMC for the welfare of street dogs in the entire city.
- Headed 2 and a part of organizing committee for 3 international conferences.

Core Skills

- Project Management
- Process Optimization
- Quality Control
- Stakeholder Engagementand Management
- Data Analysis andinterpretation

Qualifications

- Bachelor's in Chemistry

Industry

- Manufacturing

Previous Employers

- The Ramco CementsLimited

Industry Expertise

- BIS Documentation
- Physical and Chemical Laboratory Testing
- Process Engineering
- Plant Safety and Regulatory Compliance
- Lean Operations and Continuous Improvement
- Total Quality Management
- Supply chain Management & Raw Material Handling

Function/Domain

- Quality Control and Management
- MIS & ERP
- Process Analysis and Implementation

Areas of Interest



GAURAV RAGHUVANSHI

Work Experience: 5 years 3 months



IT professional with 5+ years of experience in the BFSI domain, working across multi-region payment systems and client-focused Agile deliveries. I've been closely involved in sprint testing, defect management, and cross-team coordination. I value process over just results and believe in inclusive collaboration where every team member's strength matter. Looking forward to a role that lets me take that experience forward into more business and managerial ownership.

Roles & Responsibilities

● Role

- Led QA delivery across Agile teams for the TCS BaNCS platform used by Société Générale
- Coordinated global testing efforts across Europe and Asia, ensuring high-quality and timely releases.
- Conducted requirement analysis, sprint planning inputs, and QA execution for modules deployed in Poland, Singapore, and Hong Kong.

● Agile Delivery & QA Leadership

- Delivered key banking modules within Agile sprints, ensuring minimal defect rates.
- Drove end-to-end QA planning and execution for multi-region implementations.
- Oversaw backlog analysis and managed test coverage across all releases.
- Enabled early Go-Live of MX payments, a global-first milestone within TCS.

● Client Coordination & Functional Analysis

- Conducted requirement walkthroughs and impact assessments with client teams.
- Facilitated functional gap analysis for implementations in Europe and Asia.
- Acted as the primary QA liaison for business units during UAT and regression phases.

● Team Management & Leadership

- Managed daily stand-ups, task tracking, and conflict resolution within QA teams.
- Mentored junior analysts and ensured consistent knowledge sharing.
- Handled coordination between developers, BAs, and testing stakeholders across time zones.

● Banking Compliance & Payment Systems

- Implemented and validated banking compliance standards including SWIFT, Target2, and SEPA.
- Led QA support for ISO 20022 implementation, ensuring message standardization.
- Tested payment flows and settlements for domestic and cross-border systems.

Achievements

- Delivered first successful Go-Live of MX payments across TCS globally.
- Received TCS Service Milestone Awards (3 & 5 years).
- Recognized for CSR participation and internal team engagement.
- Consistently achieved low defect leakage across all major deliveries.

Extra-Curricular Activities

- Alumni Relations Committee – IIM Shillong
- NCC 'A' Certificate Holder
- Badminton (College-level)
- Head, Cultural Dance Committee – 2017–18
- Core Team, Annual Cultural Fest – 2017
- Member, Computer Society of India (CSI) – 2015–18

Core Skills

- Agile QA Delivery
- Functional Testing
- Requirement Analysis
- Cross-Border Payments (SWIFT, SEPA, Target2)
- ISO 20022 Implementation
- Stakeholder Communication
- Team Leadership
- Conflict Resolution

Qualifications

- B.Tech – Computer Science & Engineering – AKGEC, UPTU | 2014–2018

Industry

- Information Technology (IT Services)
- Banking & Financial Technology Implementations

Previous Employers

- Tata Consultancy Services

Industry Expertise

- International Payments (SWIFT, SEPA, Target2)
- ISO 20022 Implementation
- QA for Banking & Financial Software
- Agile Delivery in BFSI Projects

Function/Domain

<



KOMAL JAIN

Work Experience: 5 years 4 months



Business professional with 5+ years of experience in Business Development, Strategic Planning, Customer Experience Management, Digital Media, Brand Positioning, and marketing Analytics. Brings a practical approach in driving results across digital and customer focused functions.

Roles & Responsibilities

● Brand & Campaign Management

- Conceptualized & designed a digital platform, devised positioning and communication strategy for social media handle.
- Worked on campaign analysis and optimization, highlighting the core objectives of the campaign.
- Managed end-to-end digital strategy, execution & ideation across channels catering to different verticals.

● Client Relationship & Stakeholder Management

- Worked on implementing strategies for building a positive reputation for brands on social media forums.
- Directly worked with brands to address real-time interventions to reduce Escalation Resolution TAT.
- Provided timely crisis reports, identified trends & collectively worked on strategic directions.
- Escalated crucial insights from social media responses and suggested resolutions to relevant clients.

● Marketing Analytics & Consumer Insights

- Reached out to 10,00,000+ target audience leading to 48,000+ traffic, ensuring a conversion rate of 3%.
- Procured 3,000+ organic followers on social media handles, leading to 50,000+ post engagements.

● Customer Experience & Customer Relationship Management (CRM)

- Executed and managed ORM operations for 4 major clients like KFC, Milton, ZEE 5, Goa Tourism & Jio.
- Escalated 2000+ client queries within a day for brands, worked on software's like OneDirect, Konnect Insights & Simplfy360.

Achievements

- Data Analytics by the University of Virginia - 95% score.
- Market Research and Consumer Behaviour.
- Fundamentals of Digital Marketing course by Google Digital Garage.
- Winner of SAMVAD – National Business Article Writing (2020) Competition organised by We-School School.
- Scored 99.98%ile in M.A.T Exam.
- Secured Rank 1 out of 600+ students during 2nd year of degree college.

Extra-Curricular Activities

- Baking
- Cooking
- Writing
- Playing Badminton
- Binge Watching

Core Skills

- CRM
- Social Listening & Sentiment Analysis
- Problem Solving & Crisis Management
- Strategic Thinking
- Marketing & Business Analytics
- Microsoft Office
- Executing & Tracking Digital Campaigns

Qualifications

- B.Com – Tolani college of Commerce

Industry

- Marketing & Advertising
- QSR
- Art & Culture Industry

Previous Employers

- Blink Digital
- Canvas Creations

Industry Expertise

- Business Development
- CRM tools & Social Listening
- Marketing & Business Analytics
- Microsoft Office
- Executing & Tracking Digital Campaigns

Function/Domain

- CRM
- Digital Marketing
- Business Analytics
- Brand Strategy & Positioning
- Business Development
- Marketing Analytics

Areas of Interest

- Strategic Planning</

