

DEEPTI NAYYAR

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## PROFILE

Dynamic and results-oriented business leader with 18+ years of experience in **Sales, Business Development, P&L Management, E-commerce, Strategy, and Digital Transformation**. Proven expertise in driving growth, managing large teams, and executing high-impact projects across diverse industries.

## EXPERIENCE

### Raymond Lifestyle Ltd

#### Head - Global Workwear (2024 - Present)

- Leading strategy, sales, and business expansion for **Raymond's global workwear segment** across international markets.
- Driving **P&L management**, revenue growth, and new market penetration.
- Developing competitive **pricing strategies, marketing initiatives, and product innovations**.
- Collaborating with cross-functional teams to enhance operational efficiencies and client satisfaction.
- Representing Raymond at **global industry events, trade shows, and strategic forums**.

#### Project Head - Digital Transformation (2023 - 2024)

- Led **S4HANA & Master Data Management** implementation for enhanced operational efficiency.
- Defined business KPIs and improved data governance.
- Managed stakeholder engagement and enterprise-wide **change management initiatives**.

#### Head - D2C Online Business (2021 - 2023)

- Spearheaded **end-to-end digital commerce strategy** for Raymond's direct-to-consumer platform.
- Optimized online customer experience, digital marketing, and revenue channels.
- Led content, performance marketing, customer retention & e-commerce strategies.

#### Lead - Institution Business (2017 - 2021)

- Scaled **B2B sales and corporate partnerships** for Raymond's **workwear & gifting** segment.
- Developed and implemented strategic sales plans, acquiring major Indian and multinational clients.

- Led a high-performing team, ensuring revenue growth and customer satisfaction.

## Previous Experience

- **Healthspring (AGM, B2B Business) | 2016 - 2017** – Led corporate acquisitions and client retention.
- **Francorp India (AVP) | 2013 - 2016** – Drove revenue, market penetration, and franchise growth strategies.
- **Baron Luxury & Lifestyle (Sales Head) | 2011 - 2013** – Managed high-profile **HNI & celebrity client relationships** in private aviation.
- **Orbitz Corporate & Leisure Travels (SBU Head) | 2010 - 2011** – Led business growth and market expansion initiatives.
- **Max India Ltd (Manager - Operations) | 2008 - 2010** – Managed **corporate alliances** with hotel chains & airlines.
- **Thomas Cook (Manager - B2C Sales) | 2006 - 2008** – Achieved aggressive sales growth and customer acquisition.

## EDUCATION & CERTIFICATIONS

- **Executive Leadership Program** – Columbia Business School
- **Design Thinking for Success** – MIT Sloan
- **PGDBM (Marketing & Strategy)** – IMT Ghaziabad
- **B.Sc. (Honors)** – Hansraj College, Delhi University
- **PGDTM (Travel & Tourism)** – IITTM, Gwalior

## KEY SKILLS

- Business Strategy & P&L Management
- Sales & Business Development (B2B/B2C)
- E-commerce & Digital Transformation
- Leadership & Team Management
- Client Relationship Management
- Market Expansion & Revenue Growth

## ACHIEVEMENTS

- **Scaled Raymond Institutional Business multifold**, expanding into new categories.
- **Breakthrough Achievement Award** for driving category & revenue growth.
- Selected for **Raymond's Emerging Leadership Program** for exceptional contributions.
- Multiple awards for **sales excellence, business development, and client service.**

## HOBBIES

Badminton, Running, Yoga, Table Tennis.