



# Akanksha Arora

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## Summary

Purpose-driven transformation leader with over six years' experience in driving business expansion, organisational design, and sustainability-led growth within complex, multi-stakeholder environments. Demonstrates a proven track record of doubling client portfolio value by translating enterprise strategy into effective execution, seamlessly aligning commercial priorities with investment in human capital to deliver tangible bottom-line results. A trusted adviser to senior leadership, adept at harmonising people, processes, and performance with long-term strategic transformation objectives.

## Professional Experience

### Business Development Manager- Senior Manager | The Bamboo Bae | Noida

May 22 - Jul 25

- Led full-cycle B2B sales from prospecting to contract closure, converted Fortune 500 firms and luxury hotel groups (Taj, Marriott) into long-term accounts contributing 60% of annual revenue.
- Built a market expansion roadmap across 12 Indian states resulting in growth of active client base from 70+ to 150+ accounts.
- Supported the growth of the product portfolio from 30 to 74 SKUs (147% growth) and helped design a 100+ SKU roadmap to strengthen market positioning.
- Established channels with sustainability marketplaces (Brown Living, Suspire, Amala Earth) and 8+ lifestyle stores, expanding B2B and offline reach.
- Partnered with founders to launch a new furniture vertical, assisting with GTM strategy securing 5+ early institutional clients.
- Facilitated a direct-from-source supply chain supporting 350+ artisans (90% women) across 25+ rural clusters, driving a 40% YoY increase in average household income.
- Scaled and led a 6-member sales team; mentored juniors to manage complex enterprise accounts independently and was promoted from BDM to Senior Manager on performance.

### Human Resources Manager | Om Telentia Pvt. Ltd. | Delhi

Mar 19- Apr 22

- Architected the HR function from scratch as sole HR for a 40–45 member telecom startup, transitioning operations from founder-led to structured, process-driven management across the full employee lifecycle.
- Designed and implemented 15+ core HR policies (leave, WFH, POSH, Code of Conduct) from scratch, reducing employee escalations by ~20% within two quarters of rollout.
- Researched and co-built a structured Training & Development programme, identifying and grooming 12 high-potential junior and mid-level employees for managerial readiness through targeted skill-building and on-the-job development initiatives.
- Owned full-cycle recruitment across sales, ops, and tech; championed DEI-focused sourcing that raised female workforce representation from 15% to 40% over three years.
- Managed end-to-end payroll for 40+ employees, ensuring accurate processing of incentives, arrears, and deductions while resolving ~95% of queries within 24 hours.
- Built culture infrastructure (townhalls, buddy system, wellness programme) that drove a 30% rise in satisfaction and 20% improvement in retention; virtual COVID workshops achieved 70–80% participation.

## Education

### MBA (PGPX) – Indian Institute of Management, Ahmedabad, Dubai

2025– 2026

-Individual Research Project: 'Mohammad Bin Rashid Centre for Government Innovation - Innovation Platform', (co-authored a case study on examining how HQ architects innovation mandates across government SBUs.)

### B.Sc – Isabella Thoburn College | Lucknow

2012– 2015

## Accomplishments

- 99%ile in GMAT focus(715) with 100%ile in Quantitative Aptitude section.
- First division in Protocol Instructor Course at Morarji Desai National Institute of Yoga, New Delhi.

## Extra-Curriculars

- Social impact and Community Leadership at Army Wives Welfare Association:
  - Designed and delivered vocational training for 800+ army wives across 20+ sessions, covering income-generation skills and financial independence.
  - Rehabilitated disabled veterans and 50+ war widows through job training, mental health workshops, and adaptive sports ,coordinating across ECHS, Veteran Cell, and Resettlement Office.

- Represented the organisation at 15+ national forums including Kargil Vijay Diwas, driving stakeholder engagement and programme visibility at a national level.
- Completed 12+ Himalayan treks, with summits up to 18,000 ft.
- Avid runner 16+ half marathons / 10k runs.
- Golfer and Equestrian, serving as a volunteer co-ordinator with equine-welfare NGOs on horse care, rescue and responsible-riding initiatives. Member, Pawsible (IIM Ahmedabad), furthering animal welfare on campus.