# **PRITAM SINGHA**



ACADEMIC PROFILE			
PGDM Human Resources	7.6 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
BBA Marketing	70.78 %	NERIM Group of Institution, Guwahati	2020
Class XII (CBSE)	57.80 %	Kendriya Vidyalaya, Silchar	2017
Class X (CBSE)	8.6 CGPA	Kendriya Vidyalaya, Silchar	2015

#### **AREAS OF STUDY**

HR Business Partner, Talent Management, Organizational Development & Change Management, Leadership Development & Succession Planning, Technology in HR, Total Rewards, HR Analytics, Performance Management, Employee Experience and Wellness, Employee Relations & Labor laws.

WORK EXPERIENCE(S) 1 Year 11 Months

### Bajaj Allianz Life, Guwahati

#### **Senior Executive**

Dec 2022 - June 2023

- Successfully acquired 25+ new customers within the defense segment by building strong relationships and understanding their financial needs.
  - Led 5 part-time employees, ensured adherence to compliance regulations and delivered good customer service, resulting 125% target achievement.
  - Onboarded 5 retired defense personnel as part-time employee, contributing to an increase in sales.

#### Kotak Mahindra Life, Guwahati

## **Deputy Managing Partner**

July 2021 - Dec 2022

- Led a high-performing team of Agency Partners and Advisors (5:50), achieved 10-12% MoM growth through strategic team development initiatives.
- Onboarded 20+ new advisors in a year, equipped them with financial products literacy and sales techniques to boost sales and better market reach.
- Strategically Initiated and Introduced role-playing within the team to refine sales techniques and improve client interactions. Focused on boosting client retention and effectively addressing objections.

INTERNSHIP(S) 4 Months

### Kotak Mahindra Life, Guwahati

#### **Graduate Trainee Intern**

Apr 2021 - June 2021

- Mentored and developed a team of 6 advisors, to drive sales growth through comprehensive in class product training and development for advisors.
- Developed a comprehensive understanding of Agency Partner Channel (APC) operations and business model.

#### Hindustan Coca-Cola Beverages, Guwahati

Intern

Feb 2020 - Feb 2020

- Collaborated with the distribution channel management team in the Northeast Zone to streamline product flow, reduced distribution costs and improved product availability in retail outlets by 20-25%.
- Spearheaded a project to assess customer satisfaction on Coca-Cola products available in both Local and National Key Accounts. Identified 4 key areas for improvement.

### **ACADEMIC PROJECT(S)**

## Live Project / Request for Problem (RFP) with Quantiphi

Ongoing

- Conducting in-depth data analysis to identify key drivers of high employee turnover which would help to develop targeted retention strategies.
- Collaborating with important stakeholders to design and implement effective retention initiatives, to get a measurable decrease in turnover and improved employee engagement.

**Research Incubation** 

Conducting a mixed-methods research to explore the relationship between leadership styles and Gen Z's cognitive engagement in work, with a focus on identifying how the different leadership style is effectively driving their engagement and productivity.

## **Human Resource Analytics**

2024

- Gained hands-on experience of HR Analyst role in recruitment process. Data cleaning and analysis of 2000+ applications for a specific job role.
- Created insightful data visualizations in Excel and PowerBI for inform recruitment strategies and important decision-making.

## **Design Thinking with DMart**

2023

• Implemented strategies focusing on store layout optimization, product placement, and personalized assistance. Successfully focused on designing DMart's innovation by introducing innovative ideas such as Predictive AI and QR scanner in shopping cart.

### CERTIFICATIONS

Power BI	Skill Nation	2024
Tata Group – Data Visualization Simulation	Forage	2024
Excel Skills for Business	Macquarie University (Coursera)	2023
Human Resource Management: Capstone	University of Minnesota (Coursera)	2023

## POSITIONS OF RESPONSIBILITY

### **Member – External Relations and Placements Committee**

academia collaborations and enhance student placements.

2023 - 2024

2023

JAGSoM, Bengaluru

Built strong relationships with industry professionals and companies to secure placement opportunities and internships for students.

Organized and executed IIP Viva-Voce, recruitment drives process, and networking events to enhance industry-

### Volunteer – AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium

- Expanded professional network by engaging with fellow doctoral students and industry experts.

	Gained valuable insights into global marketing trends from doctoral consortium participants.	
ACCOMPLISHMENTS		
Competitions and Activities	11 <sup>th</sup> Position XLRI Jamshedpur Kronos 2024: HR Case Study Competition	2024
	Round 2 Participant Flipkart Wired 8.0 HR Track Campus Case Challenge	2024
	Runners up Trivia Time Business Quiz organized by Industry Integration and Connection committee	2024
	<ul> <li>Social Immersion Program (SIP) at Wayanad Social Service Society (WSSS), Kerala</li> </ul>	2024
	Participant of Outbound Leadership Lab at Value Lanes Camp, Karnataka	2023
	<ul> <li>Runners up U17 National and Regional Badminton Championship conducted by KV Sangathan</li> </ul>	2015
	Winner of CBSE Regional Science Exhibition, selected for National	2014
	Second Runners up of CBSE Regional Social Science Exhibition	2014
Professional	Top 3 Graduate Trainee in Northeast Zone Kotak Mahindra Life, in terms of performance	2021
SKILLS	MS Excel, Data Visualization (Power BI), HR Dashboard Reports	