

Rudrek Pan | Engagement Manager & Strategy Lead | Digital Transformation & Commercial Excellence

India

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Executive Summary

Strategy & Operations Leader with 8+ years of experience (EY-Parthenon, Tata Steel) optimizing Route-to-Market (RTM) and sales operations for complex, regulated industries. Expert in Revenue Growth Management (RGM), Distributor Management Systems (DMS), and Digital Transformation. Proven track record of bridging the gap between high-level commercial strategy and ground-level sales execution to drive double-digit revenue growth in fragmented dealer networks.

Professional Experience

EY-Parthenon

India

Associate Vice President (Promoted from Sr. Consultant)

2022 – Present

- Lead engagement teams of 3–6 consultants delivering large-scale commercial transformation and digital strategy for C-suite clients in building materials and manufacturing sectors.
- **Sales Transformation & RTM Optimization (Leading Cement Manufacturer - ~2,200cr Rev):**
 - *Context:* Redesigned RTM model for a client facing stagnating market share and high salesforce attrition.
 - *Action:* Deployed new beat-planning algorithms and incentive structures for 500+ sales officers.
 - *Result:* Delivered **12% YoY revenue uplift** and increased productive calls per day by **25%**.
- **Digital Transformation - CRM & DMS (Furniture Fittings Major - ~1,500cr Rev):**
 - *Context:* Addressed opaque secondary sales data and inefficient order-to-cash cycles.
 - *Action:* Directed end-to-end implementation of Salesforce CRM and Distributor Management System (DMS).
 - *Result:* Reduced order processing time by **40%** and achieved **90%+ user adoption** within 3 months.
- **5-Year Corporate Strategy (Industrial Products Conglomerate):**
 - *Action:* Architected “North Star” strategy to scale revenue 5x (INR 2k Cr to 10k Cr) via market sizing and synergy analysis.
 - *Result:* Secured Board approval for roadmap to **10% PBT by FY29** and identified **INR 400 cr in inorganic targets**.
- **Supply Chain Network Design (Cement Manufacturer):**
 - *Action:* Leveraged Blue Yonder to simulate scenarios for 2 clinker plants and 5 grinding units.
 - *Result:* Validated 14-year expansion roadmap, optimizing Capex and minimizing logistics cost per ton.

Tata Steel

India

Sales Manager (Flat Products)

2017 – 2020

- Managed P&L and channel operations for a **INR 2,400 Cr annual portfolio**; led dealer networks and trade influencers.
- **Commercial Strategy:** Designed TPM schemes for dealers/fabricators, generating **INR 10 Cr incremental revenue**.
- **Market Penetration:** Mapped West Bengal & Odisha markets to unlock **4,000 tons/year** of additional volume.
- **Sales Operations:** Developed automated dashboards tracking lead conversion, reducing stock-outs by **15%**.

Education

Indian Institute of Management (IIM)

Rohtak, India

PGDM in Marketing & Finance

2015 – 2017

Birla Institute of Technology (BIT)

Mesra, India

B.E. in Electrical & Electronics

2010 – 2014

Skills & Certifications

- **Consulting Domains:** Route-to-Market (RTM) Strategy, Distributor Management, Revenue Growth Management (RGM), Commercial Excellence, Trade Promotion Management (TPM), Supply Chain Optimization.
- **Technical Stack:** Python, SQL, Tableau, Power BI, Salesforce CRM, Blue Yonder, Advanced Excel Modeling.
- **Certifications:** Google Data Analytics Professional, EY Artificial Intelligence (Applied AI).