ACADEMIC QUALIFICATION			
M.B.A	2013	IIM Shillong	7.94/10
B.B.A.		Gujarat University	81.86%
Class XII		Gujarat State Board	87.86%
class X		Gujarat State Board	88.14%
Awarded the Gold Medal in a batch of 2	200 stude	nts in Gujarat University during the under gra	aduate course of B.B.A. in 2010
Stood third in Class XII in Kutch district	as certifie	ed by Gujarat State Higher Secondary Educati	on Board in the year 2007-2008
Secured the first position in general prof	ficiency at	all levels during schooling at St. Xavier's Sch	nool during the years 2000-2007
PROFESSIONAL EXPERIENCE			
nfibeam Incorporation Ltd. (.000 Registry)		Program Manager, International Business Devel	
Played a crucial role in the preparation	of premiu	.000 including affiliates, reseller panels and m names list for the gTLD as well as marketi team detailing the process flow from deal ini	ng the same to the registrars
		commercial Generic Top Level Domain fro	
		blueprint for pricing, branding and marketing	
Involved in the establishment of process	s flows for	handling the registrar relations, compliance domain registrations from 60+ international p	and back-end registry operators
Tata Power Company		Management Trainee	Jul 2013 –April 2014
		(Assistant Manager)	
Distribution Customer Acquisition (DCA) Div	vision		
Strategized priority areas for this division	on to captu	i-Year Tariff, MERC and CERC on the Distribut ure higher market share in the Mumbai Licence ill payment process and suggested inpovative	e area(Residential Market)
Analyzed customer pain points in the ele	ectricity bi	in payment process and suggested innovative	solutions for improvement
Prepared a detailed analysis on t	y the chall he Indiar	enges and opportunities in introducing Finan n Power Market and the opportunities	cial Power Derivatives in India for introduction of Electricity
 Tata Power Trading Company Limited Worked on a Strategy project to identify Prepared a detailed analysis on t Derivatives.Opportunities for offering Co Presented a case analysis on the Europregulatory and the competitive implication Prepared a detailed analysis of the total strategy o	y the chall he Indian potract for pean Nor lons for TP erms of (enges and opportunities in introducing Finan	cial Power Derivatives in India for introduction of Electricity ns were analysed er Market analyzing the financial, n International territories strategic entry into Turkish
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Appointed as the chief co-ordinator for Project Promotion, bildjod, a non-prom organisation for marketing mage handicrafts for expanding their product presence in the main cities of Gujarat by devising a suitable road-map for the same
Helped in developing & devising a distribution strategy across the décor outlets in Gujarat for the handicrafts of the artisans

• Co-ordinated the artisans and the prospective buyers creating a congenial and fair environment for profitable business dealings

POSITIONS OF RESPONSIBILITY

Iyer Soumya

26 Years		Mob : 91-9879543764
Printbindaas, e-commerce start-up	Campus Ambassador	Sep 2012 – Mar 2013

• Worked on strategies for new product development by collective involvement of the students of the institute

• Actively contribute for building the brand and responsible for handling the activities done at the institute through Printbindaas

ACE Manager SET 5, BNP Paribas

BNP Paribas Ambassador

Oct 2012 – Apr 2013

Selected as the Ambassador for ACE Manager Set 5, an Annual Business Management Competition organized by BNP Paribas

Responsible for branding & promotion of the event in our IIM campus and increasing the popularization amongst students

 Utilized different branding properties provided by BNP Paribas, besides various offline and online marketing channels including social media to promote the event and ensure good participation

WORKSHOPS ATTENDED

Iyer Soumya

Female

Bhuj Mercantile Co-operative Bank	SME Rural Banking Workshop	June 2010 – Aug 2010
 Participated in a workshop conducted by the Bhuj Mercantile Co-operative Bank for co-ordinating the activities of mobilizing loans for SMEs in the rural areas to help them in being self-sufficient in making rational financial decisions 		
 Collaborated and co-ordinated organizing awareness drives, persuading and making the process of loan disbursement easier and simpler for the villagers to help them develop a keen sense of financial prudence and autonomy in fund raising 		
PROJECTS UNDERTAKEN		

• Led a team of 10 members in the final year project Feasibility of setting up a finishing school in Ahmedabad which entailed doing cost benefit analysis and making a detailed account of the industry dynamics considering Ahmedabad city

 Conducted Market Research for understanding the purchase behaviour of consumers for white goods in Ahmedabad city using influencers in decision-making for analysing factors which makes people buy from Traditional Ret. v/s Branded Outlets

ACHIEVEMENTS	
Business Events	 First Runner-Up among 100+ teams in Shikhar Awards–Strategy Business Competition held at Tata Power Secured seventh place in Ad Honorem, a prestigious national competition organized by FMS in 2011 Secured 6th place in Prometheus, one of the flagship events conducted by XLRI in November,2012 Letter of Appreciation received in MBASkool Business Article writing contest in July 2012
Certifications	 Completed NSE's National Capital Financial Markets module with 90% marks in the year 2008 Certificate of completion of Capstone Business Simulation by Management Simulations Inc. USA, a simulation that required knowledge of all domains and decision making capability Completed a certification course in Commodities Markets (MCX Professional) in the year 2008 Completed FLIP's Banking & Finance Fundamentals course in the year 2011 with merit certificate
Extra- Curricular	 Won numerous essay & article writing competitions at school level in the years 2003, 2004, 2005 & 2006 Won many elocution, recitation & declamation competitions in the years 2002, 2003 & 2004 respectively

INTERESTS

Playing Table Tennis

Philately