Dr. ABHIMANYU BHARDWAJ

Mobile: **7206939753**
E-mail: abhimanyuy2k@gmail.com

Placement Officer in SRM University, Delhi NCR a leading University in Education sector.

CAREER SYNOPSIS

- Confident, creative and high result – oriented management/marketing professional 17 years of distinguished performance in the Training Placement, corporate relations and marketing.
- Doctorate in Management PhD and a Post Graduate in Marketing with 17 years of rich experience in Higher Education and 07 years in service industry handling portfolios of significance extended to Strategic Management & Academic/Training expertise value add to my professional experience.

STRATEGIC PLANNING

AREAS OF EXPERTISE

▶ **Forecasting & strategic** planning to ensure the efficacy and productivity of academic/ university corporate initiatives.

▶ **Identifying, developing & evaluating strategies** based on academic/institutional objectives; Conceptualizing & implementing business strategies & projects with a view to encash new programs & expanding existing ones.

▶ Analyzing placement trends and staying updated on industry developments and competitor strategies to optimize placement opportunities and achieve placement success metrics.

▶ **Recognizing & developing academic** support and skills development initiatives to enhance learners' performance.

Leading Corporate Relations & Placement Initiatives to Drive Academic Success

▶ Planning & steering academic / university corporate relations with a focus on the bottom line.

▶ Developing & monitoring employability development & assessments so as to scale up to industry's matching standards by scheduling tests, examinations, reviews, dashboards, presentations, etc.

▶ Organizing Academia/ University-Industry interactions for the benefit of both the students & the Institution.

▶ Leveraging the contacts for University/ Academia-Industry Collaborations, Placements, and Consulting Practices.

Driving Team Success through Strategic Leadership and Alumni Relations

▶ In the absence of the Head of Placements, I led and motivated teams to achieve peak performance.

▶ Built strong connections with over 3,000 campus recruiters and maintain an active database of 1,500+ recruiters.

▶ Facilitated the placement of 2,100 students during my tenure, with minimum CTC of 6 LPA for engineering and management students and a highest CTC of 50 LPA in both current and previous organizations.

PROFESSIONAL EXPERIENCE

From September 2022 at SRM University, Delhi NCR: Placement Officer

1. Managing a team of 10 Placement managers, 28 Faculty Placement Coordinators and 2 Office assistants for leading the activities of the university.
2. Managing the total strength of 6500 students covering 28 constituent bodies under the aegis of SRM University Sonipat.
3. Undertakes positive efforts which lead to the vision and purpose of Training and Placement that includes continuous improvement in: (a) students' competency in gaining positive results in their future career options;(b) quality of internships, PPOs and final placements;(C) student satisfaction in seeking advice on their academic challenges, internship outcomes, preparedness for the internships and placements etc.
4. Organizing Campus placements for existing &new recruiters.
5. To engage classes for teaching as for personally development of students.
6. Managing corporate recruiters for strong industry relations.
7. Arranging Guest lectures to secure more employment opportunities.
8. Initiating Internship for new career opportunities.
9. Coaching and mentoring students.
10. Networking with alumni on outreach related career avenues.
11. Developed Team leads and made them achievers by mentoring and coaching.
12. Train and build the capacity of the corporate resource center team members as appropriate by using versed in all the departmental strategy and planning initiatives, and communications.
13. Managing the Alumni Network of the campus.
14. Core Committee member of NAAC/NIRF/Academic Council.
15. Promoting the culture of positivity, collaboration, continuous improvement, and commitment to quality in corporate resource center activities.

Key Achievements:

- **250+ Students Placed Annually**: Consistently placed over 250 students each year across Management, Engineering, Biomedical, and Agriculture fields.
- **Strong Industry Connections**: Established partnerships with 100+ companies, including **Morgan Stanley, FactSet, ICICI Bank, Genpact, HDFC Bank, RBL Bank, Accolite Digital**, and **Informatica**, bringing top recruiters to the campus.
- **High Placement Success**: Achieved a **90%+ placement rate**, even during the IT recession, by proactively counseling students and identifying job market opportunities.
- **Data-Driven Strategy**: Introduced **interactive dashboards** to provide real-time, phase wise placement insights for management, ensuring informed decision-making.
- **Top Recruiter Relationships**: Built and maintained a high-quality database of **150+ HR contacts** for placements and internships, continuously expanding opportunities for students.

From March 2014 to August 2022 at Amity University Madhya Pradesh: Senior Manager, Corporate Resource Center

a) Organizing placement opportunities for Engineering, Management and Journalism, Law, gatherings information regarding placements in Marketing, events, discussions, educational get-togethers, alumni meet, corporate meets, seminars, summits, exhibitions, and student activities

b) Every year we are preparing students for placements through various activities like Group Discussions, Mock Interviews, developing resumes and CVs, grooming and counseling the students during the placements

a. Handling the Final placement and the Summer Internships of students

b. Premium Companies that are handled during the placements like Flipkart, HDFC Bank, Capgemini, Mphasis, ZS Associates, TEKsystems, Technovert, lnfostrech, Quislex, BYJU'S,etc.

Key Achievements:

c. Exceptional Individual Performance: Consistently outperformed my team by personally bringing 15 prominent companies for campus recruitment, successfully placing 117 students in reputed organizations and also received an email from Department.
d. Target Achievement: Independently met and exceeded placement targets, showcasing strong initiative, dedication, and the ability to deliver exceptional results under pressure. In 2018 I was promoted to Senior Manager in the CRC Department and managing a team of 02 Placement managers, 30 Faculty Placement Coordinators and 2 Office assistants.
e. Maintained a high-quality database of HR Campus Recruiters for placements and internships in Management, Engineering, Journalism, and Law programs.
f. At Amity University I learned and developed strong connections in the industry and successfully brought Big Bulk recruiting brands to our Amity University Gwalior Campus which are: Capgemini, Accenture, ICICI Bank, Cognizant, HDFC BANK, RBL BANK, Hyundai, DXC Technology, Mphasis, etc.
g. Successfully placed and provided professional counseling service to University students, researched and analyzed job opportunities I have placed lots of students and I have been the star performer in my recent organization

From End of December 2013 to February 2014: Training and Placement Officer at AKS UNIVERSITY, Satna

1. Improved university's average CTC was around 3.2 LPA when I joined them in 2013, and I was successful in making it 4.5 LPA.
2. Added some key brands as recruiters of AKS University.
3. Designed and implemented the Long Summer Internship program.
4. Added new dimensions to the student training and preparedness program for the students.
5. Attending and contributing fully to management meetings and team events. Formulating and managing Placement budgets.
6. Improved placements by creating industry partnerships, offering personalized student support, and using data dashboards to track progress and outcomes effectively.
7. I have established a team and developed policies for the Training & Placement (T&P) department, and I also have experience managing a team of 4 Placement Managers, 15 Faculty Placement Coordinators, and 2 Office Assistants to lead the university's placement activities.

From March 2011 to mid-December 2013: Training and Placement Officer at Prestige Institute of Management, Gwalior

1. Served as the Principal Planning Coordinator for Institute programs, policies, and procedures relating to Institute compliance, and the promotion of Institute opportunities
2. Developed relations with corporations and conducted HR training activities for the students
3. Maintained student database to impart soft skills training & Alumni meet
4. During my tenure list of companies visited at PIMG: ICICI Bank, HDFC Bank, Jaro Education, ICICI Securities, etc.
5. During my tenure, my higher authority assigned me some classes for BBA in HR and MBA in marketing students which were scheduled weekly as a teaching faculty.

Key Achievements:

a. Achieved excellent growth and hike in CTC in Placements for Post Graduate and Graduate students.
b. Contributed strong leadership in the placement department and successfully brought Premium brands to the Institute from 2011 to 2013 like Canara Bank with 6.6 LPA, Indian Overseas Bank, ICICI Bank, WIPRO, etc.

c. Successfully placed and achieved targets, Contributed to creating good job opportunities for students by building healthy relationships with HR heads.

Aug 2003-Jul 2010 at Total Security Solutions West Bengal

April 2008 - Promoted as Relationship Manager:

1. Reported directly to the Director of the company
2. Maintained the deliverables of the product as per the Client's standards
3. Provided solutions for protecting their assets
4. Provided the MIS for the operations of the client handled by the 3rd party
6. Coordinated between the Service Providers and the Client like Indian Oil Corporation Limited,Bharat Petroleum Corporation Limited, SAIL, HPCL, BRBNML, BHEL, NHPC, etc.**ay 2005 - Promoted as Administration Officer:**

1. Manage all Operations, developing operating procedures, maintaining service quality and service deliverables as per the Client agreement.

2. Carried out value-added services like Labor Laws, Statutory Acts, rules and procedures, forms, formats filings, designing CTC and salary-break, and manpower planning.

3. Filled Service Tax, EPF, ESI, and P.TAX, etc. for the company

August 2003 - Started my career as a Field Officer:

a. Interacted with laborers to identify their problems like Labor Union problems, etc.
b. Planned, and developed systems at different locations
c. Recruited and deployed Ex-servicemen in different PSUs

Key Achievements:

a. Successfully supervised a team of 10 people and provided support to increase providing in all Administration and getting new projects for PSUs.

b. Started my career as a Field officer, I got 02 promotions during my tenure which I was handling teams of Ex-servicemen and staff with marketing teams.

Training / Symposium / Conferences

- **Faculty Development Programme**
  Department of Business Administration, Prestige Institute of Management, Gwalior | 2023*Year*
  Participated in a one-day Faculty Development Programme aimed at enhancing teaching methodologies, academic leadership, and industry-academia collaboration.
- **2nd Conference on Indian Placement Reporting Standards**
  Indian Institute of Management Ahmedabad (IIMA) | 2013
  Attended the national conference focused on standardizing placement data and practices across educational institutions, fostering industry collaboration, and enhancing placement strategies.

Paper Publications

a. A Comparative Study Among Various Cosmetic Brands On Their Functional And Symbolic Brand Belief A Comparative Study Among Various Cosmetic Brand On Their Functional And Symbolic Brand Belief Abhimanyu Bharadwaj1, Dr. George Thomas2, Dr.Suvijna Awasthi (ISSN:2349-6002· Sep 25, 2020

b. Impact Of Symbolic And Functional Brand Belief On Purchase Intention With Reference To Cosmetic Brand; *Abhimanyu Bharadwaj (Research Scholar of Jiwaji University)Impact Of Symbolic And Functional Brand Belief On Purchase Intention With Reference To Cosmetic Brand; *Abhimanyu Bharadwaj (Research Scholar of Jiwaji University)(ISSN:2349-5162) · Aug 24, 2020

c. A Way to Immediate Success, Teaching note, Reference no. 515-081-8 ,Subject category: Marketing Published in: 2015, Authors**:** Sher Singh Bhakar (Prestige Institute of Management and Research, Gwalior); Krishnan Kumar Pandey (Prestige Institute of Management and Research, Gwalior); Abhimanyu Bhardwaj (Prestige Institute of Management and Research, Gwalior); Nitin Shrivastava (Prestige Institute of Management and Research, Gwalior); Kishan Singh Rathore (Prestige Institute of Management and Research, Gwalior); Nikita Singhai (Prestige Institute of Management and Research, Gwalior); Neha Agrawal (Prestige Institute of Management and Research, Gwalior)

List of Case Publication

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior); Krishnan Kumar Pandey (Prestige Institute of Management, Gwalior);Abhimanyu Bhardwaj(Prestige Institute of Management, Gwalior);Nitin Shrivastava(Prestige Institute of Management, Gwalior);Kishan Singh Rathore(Prestige Institute of Management,Gwalior);Nikita Singhai(Prestige Institute of Management,Gwalior);Neha Agrawal(Prestige

  Institute of Management,Gwalior),2015, Early Click: A Way to Immediate Success, CASE-Reference no. 515-081-1.

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior);Sanjay Gupta(Prestige Institute of Management, Gwalior);Amitabha Maheshwari(Prestige Institute of Management, Gwalior);Nitin Paharia(Prestige Institute of Management, Gwalior);Saurabh Goyal(Shri Ram College of Engineering and Management);Abhimanyu Bhardwaj(Prestige Institute of Management, Gwalior);Monika Maheshwari (Shri Ram College of Engineering and Management);Naveen Savita(Prestige Institute of Management, Gwalior), 2014, Long Term Settlement (LTS) Appraisal in Vikram Woollens, CASE-Reference no. 114-008-

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior);Sanjay Gupta(Prestige Institute of Management, Gwalior);Amitabha Maheshwari(Prestige Institute of Management, Gwalior); Saurabh Goyal(Shri Ram College of Engineering and Management) ;Nitin Pahariya(Prestige Institute of Management and Research, Indore);Abhimanyu Bhardwaj(Prestige Institute of Management,Gwalior);Monika Maheshwari (Shri Ram College of Engineering and Management);Naveen Savita(Prestige Institute of Management, Gwalior), 2014, Cost Reduction Initiative to Improve Competitive Position & Profitability Drive, CASE-Reference no. 114-009-1

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior);Sanjay Gupta(Prestige Institute of Management, Gwalior);Amitabha Maheshwari (Prestige Institute of Management, Gwalior);Chandra Kant Dantre(Prestige Institute of Management and Research, Indore);Abhimanyu Bharadwaj(Prestige Institute of Management, Gwalior);Navita Nathani(Prestige Institute of Management, Gwalior),2013,Attrition Rates: Heel of Achilles,CASE-Reference no. 413-058-1

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior);Sanjay Gupta(Prestige Institute of Management, Gwalior);Amitabha Maheshwari(Prestige Institute of Management, Gwalior);Nitin Paharia(Prestige Institute of Management, Gwalior);Saurabh Goyal(Shri Ram College of Engineering and Management);Abhimanyu Bhardwaj(Prestige Institute of Management, Gwalior);Monika Maheshwari(Shri Ram College of Engineering and Management);Naveen Savita(Prestige Institute of Management, Gwalior),2014,Long Term Settlement (LTS) Appraisal in Vikram Woollens, CASE-Reference no. 114-008-1

- Sher Singh Bhakar(Prestige Institute of Management, Gwalior);Sanjay Gupta(Prestige Institute of Management, Gwalior);Amitabha Maheshwari(Prestige Institute of Management, Gwalior);Saurabh Goyal(Shri Ram College of Engineering and Management);Nitin Pahariya(Prestige Institute of Management and Research, Indore);Abhimanyu Bhardwaj(Prestige Institute of Management, Gwalior);Monika Maheshwari(Shri Ram College of Engineering and Management);Naveen Savita(Prestige Institute of Management, Gwalior),2014,Cost Reduction Initiative to Improve Competitive Position & Profitability Drive, CASE-Reference no. 114-009-1 .

- MaheshwariAmitabha, C.K Dantre, Sanjay Gupta, Abhimanyu Bharadwaj, Dr NavitaNathani, **Attrition Rates: Heel of Achilles,** the case teaching notes developed during tenth National Case Writing Workshop at Prestige Institute of Management, Gwalior. During, Apr 21-23, 2011.

Professional Qualifications

a. **Ph.D.** from Jiwaji University, Gwalior (under the guidance of Prof. Umesh Holani) Topic- "Symbolic & Functional Positioning of Brands: A Study of Selected Cosmetic Brand in Madhya Pradesh Region".(awarded in 2021)
b. **MBA (Marketing & HR**) from ICFAI University in 2007
c. **Bachelor's in Commerce (Honors)** from Calcutta University in 2003
d. **Intermediate** from Kendriya Vidyalaya 2, Andaman Nicobar (Port Blair)
e. **Secondary School** Certificate from Kendriya Vidyalaya 2, Kolkata, Ballygunge Army Camp
f. Also writing to **02 Scopus papers** with Dr. George Thomas and Dr. Bhuvanesh Sharma (Symbiosis Institute of Business Management)

PERSONAL DETAILS

Father Name	: Commander R.K Bharadwaj (Retired Naval Officer)
Present Address	: BTW Grand Square, 01 A Tower Flat number 404, Sector 61 Sonipat, Haryana 131029
Language Known	: Hindi, English
LinkedIn	: https://www.linkedin.com/in/dr-abhimanyuu-bharadwaj-phd-91885971/