



SARIM KHAN

SENIOR PROJECT CONSULTANT

EXPERTISE

- Business Strategy
- Sales and marketing
- Liaising with Government agencies
- People management
- Research and analysis


CERTIFICATION & EXTRA CURRICULAR

- EY Strategy Badge, 2022.
- Certified in Business Ethics and Corporate Governance by BASF, 2016.
- Founding member of Team Vega (automotive society of university).
- Member of Consumer Panel – BBC Top Gear.
- Volunteer for NGO's – Earth Saviours Foundation, Greenfire and Youth for a Cause.

CONTACT

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SUMMARY

Employed as Senior Consultant in Strategy and Transactions vertical at EY, for Government clients. Proficient in regulatory and IT environment encompassing businesses. Demonstrate strong primary and secondary research to evaluate industrial policies, analyze industry value chain, implement government initiatives, plan and conduct outreach activities. Enthusiastic about business development and business model generation.

EDUCATION

2015-2017	Indo-German Training Centre, Mumbai, India Post Graduate in Business Administration
2010-2014	Uttar Pradesh Technical University, India Bachelor of Technology in Mechanical Engineering
2010	Ryan International School, Noida, India Higher Secondary Certificate

WORK EXPERIENCE

2019-Present	Senior Project Consultant Ernst & Young LLP (EY), Mumbai, India
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Project 1: Ease of Doing Business.

- Simplified and digitized Government to Business (G2B) and Government to Citizen (G2C) interfaces to **decrease time, cost burden and improve ease of doing business** for industrialists/investors.
- Worked on **World Bank's Doing Business** country level, Department for Promotion of Industry and Internal Trade (DPIIT), **Government of India** state level **Ease of Doing Business** ranking frameworks.
- Managed team and presented findings of the exercise conducted to the **Chief Secretary** of the State.
- Planned and supervised outreach activities for generating awareness about the reforms implemented by various departments to **solicit positive response** towards feedback assessment activity conducted by DPIIT and World Bank to **improve State and Country level rankings**.
- Led the initiative of digitizing department's legacy data and deriving insights for the department to avert duty defaults and identify checks to make the system more secure.

Contribution: Achieved feedback score of **more than 80%** and secured '**Achievers**' category, highest jump in Ease of Doing Business ranking of Maharashtra hitherto.

Project 2: Export Promotion.

- Headed submission of evidence required for **NITI Aayog's Export Preparedness Index (EPI) 2020 and 2021** assessment.
- Provided suggestions to NITI Aayog for finalizing the EPI 2022 framework undersigned by the **Chief Secretary** and **Additional Chief Secretary (Industries)** of the State.
- Coordinated with DICs in constitution of Task Force Committees and **trained government officials**.

- Drafted templates for District Export Action Plans. Supported District Industries Centres (DIC) in identification of products under **One District One Product (ODOP)**, Geographical Indication (GI) and Handicrafts for Government of India's, **Developing Districts as Export Hubs** initiative.
- Organized review meetings for **Export Commissioner** of the State to track progress of the initiatives taken by the Industries Department.

Contribution:

- Won the project for EY – **PMU for Export Promotion**.
- Secured **Second Rank** - Government of Maharashtra in EPI 2020 and 2021 rankings.
- Conceptualized **Guidebook for Exports for Maharashtra** and designed **export portal** of the state, launched by **Minister of Industries, Maharashtra**.

Project 3: Investor Facilitation Cell - MAITRI.

- Facilitated investors for G2B services, disseminated information through various channels about the regulatory processes of various government departments and grievance redressal for businesses in the State.

Contribution:

- Formulated state's **industry revival strategy** to fight impact of COVID-19.
- Mapped migrant workers area-wise, food, shelter, healthcare and travel requirements, to help **migrant labor situation** in Maharashtra during COVID-19 pandemic for **Municipal Corporation of Greater Mumbai (MCGM)**.
- Supported **Maharashtra Industrial Development Corporation (MIDC)** in developing and operationalizing **industry reopening permissions portal** during pandemic.

Project 4: Feasibility Study of India Jewellery Park Mumbai for Gem and Jewellery Export Promotion Council (GJEPC).

- Studied value chain of gem and jewellery sector, consulted stakeholders and liaised with government departments for clarification on various compliances and restrictions to be considered in development of the jewellery park.

Contribution: Incorporation of recommendations submitted by EY to GJEPC in development of **India Jewellery Park, Mumbai**.

Project 5: Reducing Regulatory Compliance Burden – Decriminalization of State Acts/Rules.

- Identified criminal provisions in state acts & rules and presented the report to Chief Secretary, Maharashtra post deliberation with concerned departments and the committee constituted to effect decriminalization of state acts/rules.

Contribution: **More than 250 provisions** identified for amendment and decriminalization of redundant and archaic laws.

2018-2019

**Sales and Marketing Executive
FutureBridge, Navi Mumbai, India**

- Created thick sales funnel for **commercializing technology and Intellectual Property (IP)**, developed market penetration strategy and tactical plans to achieve revenue targets.
- Delivered presentations, held discussions to understand use cases, gathered requirements, signing NDAs, drafting proposals and negotiation with prospects. Target territories – **Europe, UK and USA**.

Contribution: Setup **more than 70 meetings** per month (including follow-up meetings). Signed NDAs with **more than 15 companies**. Closed deals worth **USD 110,000**.

2017-2018

**Business Development Executive
Neilsoft, Pune, India**

- Generated leads for **Building Information Modelling (BIM)** targeting **Architecture, Engineering and Construction companies** through secondary research.
- Managed accounts, increased revenue through cross-selling, drafted proposals, raised sales order forms and participated in negotiation with prospects.

Contribution: **Improved efficiency** in converting targeted leads into inquiries by **70%** based on client feedback and analysis.