



Akshita Ahuja

MBA Scholar at Warwick Business School (Co2022) | Strategy & Business Development (Retail) | Consultant - Metaverse

📍 London, UK

🟢 Akshita is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Hourly Consulting

Skills

Strategic Account Development (Advanced)

Growth Hacking (Advanced)

Growth Strategies (Advanced)

Strategic Partnerships (Advanced)

Business Development (Advanced)

Data Management (Intermediate)

Merchandising (Advanced)

B2B Marketing (Intermediate)

Customer Acquisition Strategies (Intermediate)

Languages

English (Native)

Hindi (Native)

About

Extensive experience in strategy consulting and E2E product lifecycle management within the consumer goods and retail sector. Strong analytical abilities and a proactive attitude, utilizing data to drive decision-making. Skilled at stakeholder management and interpersonal communication; prior experience in managing teams and developing communities. Proven ability to build productive relationships with executive teams and stakeholders across time zones and direct teams with different values and cultures.

BRANDS WORKED WITH

Fabindia

Marks & Spencer Pvt. Ltd.

TEDx

Experience



● Category Manager - Merchandising

Fabindia | Nov 2019 - Apr 2021

- Lifestyle brand (clothing and homeware). Over 1400 stores across the world and annual turnover of ~\$180M.
- Devised and implemented strategy for menswear category worth ~£40M annually along with management of E2E merchandising through demand & sales forecasting, quantitative data analysis and budget planning.
- Accountable for pricing & promotion, growth, stakeholder management and operational resilience.
- Transformed strategy to manage business in COVID pandemic with focus on marketing and warehouse management.
- Reframed digital strategy post lockdown by remodeling product lifecycle with focus on stock rotation in omnichannel and online sales, resulting in a 25% increase in online sales.
- Led teams at 4 offices and ~30 vendors across India. Ensured ~90% on-time delivery through supply chain optimization.
- Collaborated with team at PwC India to strategize and implement standardized digitization for store and backend operations.



● Licensee/Entrepreneur

TEDx | Jan 2019 - Feb 2020

- Earned license for my city - TEDxGurugram
- Utilised sponsorship model, raised ~£1M with ~20 organizations across multiple sectors via business pitching and networking.
- Developed and counselled a team of 20 volunteers. Utilized human resources, omnichannel communication and technical aspects of the conferences to sell out conferences with an overall attendee turnaround rate of ~95%.

● Merchandiser

Marks & Spencer Pvt. Ltd. | May 2016 - Jul 2021

- Executed strategy worth ~25M annually for product-to-market roadmap for women's apparel. Led cross functional projects across organization for supply chain, RFID optimisation and sustainability.
- Consolidated working methods for streamlining processes such as management through a critical path system. Led to escalation to digital transformation via PLM software across business unit.
- Collaborative working in a fast-paced environment with teams globally including vendors, buyers and merchandisers across India, UK, China, Turkey, among others.
- Managed weekly export deliveries by implementing process improvement methods within supply chain network to increase 'On-Time-In-Full' delivery rate from 80% to 95%.
- Won 2 competitive tenders for volume business worth ~£8M pitched across 7 sourcing offices globally, by using alternative strategy to pricing, to secure breakeven business margins before the start of the season.