



# Harsh Seth

Business Development Consultant

Lancaster, UK

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## Languages

English (Fluent)

Hindi (Native)

## About

Harsh Seth is an accomplished professional driven by a passion for strategy, management, and business consulting. With a track record of delivering exceptional results in data analysis, project management, and revenue growth, Harsh is actively seeking new opportunities to apply their expertise in the consulting industry.

Armed with a Master's in Business Administration from Lancaster University Management School, Harsh possesses a solid educational foundation that underpins their career achievements. Their unwavering interest in consulting fuels their drive to excel in product management, digital strategy, and stakeholder engagement.

Harsh's work experience speaks volumes about their ability to drive impactful outcomes. At TG Consulting, they played a pivotal role in suggesting remarkable market share growth, which helped the client significantly boost customer retention through their data-driven insights. Their tenure at EDU-GORILLA COMMUNITY further underscores their expertise, where they demonstrated a talent for converting potential clients into revenue-generating customers, optimising operations, and fostering substantial sales growth.

What sets Harsh apart in the consulting realm is its unique skill set. They possess a versatile toolkit for success in consulting engagements, from data analysis and project management to market research and problem-solving. Their mastery of Microsoft Word, PowerPoint, Excel, and Power BI further enhances their ability to deliver impactful solutions.

Beyond their professional pursuits, Harsh's diverse interests, including aviation, photography, and a keen eye for emerging business trends, exemplify their insatiable thirst for personal and intellectual growth. This well-rounded nature allows them to bring a unique perspective and innovative ideas to their consulting endeavours.

Harsh Seth is a highly motivated professional with strong strategic, management, and business consulting acumen. Backed by their impressive academic background and proven expertise in data analysis, project management, and revenue growth, Harsh is poised to impact the consulting landscape significantly. Their multifaceted skill set and relentless drive for continuous improvement make Harsh an outstanding candidate for any consulting role.

### BRANDS WORKED WITH

- Air India
- Caregiving
- EduGorillaCommunityPvt.Ltd
- Indigo airlines
- TG Consulting

## Experience



### ● Business Consultant

TG Consulting | Apr 2023 - May 2023

- Contributed to 12% market share growth and a 30% increase in customer retention strategy by data-backed insights for success.
- Increased Market knowledge by 40% by identifying three growth opportunities through competitor, macro and industry analysis.
- Suggested revenue generation by 25% and reduction of operation costs by 20% by re-designing new and bolt-on products.

### ● Career Break

Caregiving | Jan 2022 - Sep 2022

- Owing to specific family commitments and emergencies, I had to take some time off from work to care for the situation and provide undivided attention to my loved ones.

## ● Business Development Associate

EduGorillaCommunityPvt.Ltd | Mar 2020 - Dec 2021

- Achieved revenue growth by converting 50 potential clients into revenue-generating customers through 250 sales pitches.
- Exceeded industry standards by elevating overall sales by 8%, conducting market research, and identifying potential clients.
- Collaborated with teams to streamline, improve operational efficiency and reduce costs by 20%, increasing productivity by 15%.
- Leveraged data-driven insights to optimize marketing campaigns, achieving a 35% increase in conversion rates
- Resolved customer pain points, resulting in a 20% decrease in churn and a 25% increase in retention, leading to improved ROI.
- Recruited and mentored 7 junior associates across geography to implement change management and expand market reach.
- Enacted a hybrid business model for online and offline customers, leading to increased market share and customer satisfaction.
- Managed and executed complex projects through a consultative approach within tight deadlines, resulting in a 100% project completion and recognition for exceptional project management abilities as the employee of the month in September 2021

## ● Officer Pilots Training – Flight Operations

Indigo airlines | Jul 2018 - Mar 2020

- Accomplished a 25% improvement in pilot license renewal turnaround time, increasing operational efficiency by 30-40%
- Achieved a remarkable increase of 3x in the number of pilot licenses issued and renewed within the first 6 months of 2019.
- Ensured compliance with government regulations and departmental requirements to oversee the induction of 60 pilots monthly.
- Demonstrated exceptional leadership by managing a team of 15 across 5 crucial bases leading to increased operational efficiency
- Collaborated closely with various departments within the organization and government entities to expedite day-to-day activities.
- Recognized as the recipient of the "Best Debutant of the Year" award in 2019 for significantly enhancing operational efficiency.
- Spread headed strategy for fuel-efficient practices reducing fuel expenses by 10% and promoting environmental sustainability.



## ● Sales & Marketing Intern

Air India | Jun 2017 - Aug 2017

- Researched new flying routes to Boston and Dallas to boost market share and revenue through long-haul flights.
- Utilized survey insights to develop targeted marketing campaigns, resulting in a 5% increase in customer retention.
- Suggested a 10% profit improvement by analyzing competitors' strategies and emerging trends in Indian aviation.
- Assisted in securing partnerships with key travel agencies and corporates to increase sales revenue and expand the client base.

## Education & Training

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2022 - 2023 ● Lancaster University Management School

Master of Business Administration,

2015 - 2018 ● University of Lucknow

Bachelor of Business Administration,