

SOHAM SHAH

Entrepreneur



📍 Pune, India.

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CORE COMPETENCIES

Strategic Transformations / Operations
Program Development Project
Management New Business
Development Transition / UI and UX
development / Improvement Strategic
Partnership Relations Business Process
/ Reengineering Supply Chain
Management / New Product
Development / E-commerce web
architecture / payment processing.

EXECUTIVE SUMMARY

A Visionary, bringing almost 20 years of experience in establishing operational optimisation across diverse industries from FMCG to Print Media to Car Rentals to E-commerce in both national and international operations. Recognized for strategy development and providing corporate vision. Converts strategic plans into tactical reality through guiding companies in establishing themselves as viable business. Devises and implements new programs and initiate successful processes to produce new product with maximum revenue.

- Diversified background in operations and engineering management ; distinguished for an entrepreneurial mindset, creative problem solving, cross functional teams and a bottom-line orientation.
- Offers innovative solutions to operational challenges and leverages decisiveness to implement solutions while minimizing risk and maximizing performance.
- Expert in transforming strategic plans into tactical initiatives for national and international programs.

2010 - Present Founder / Director.

[Pinewoods Service Corporation - www.selfdrive.in](http://www.selfdrive.in)

Built a highly successful Car Share platform from the ground up. Oversee all retail, digital, e-commerce, branding and marketing communications Founded e-commerce architecture with a comprehensive UI/UX for the integration of digital technology and Payment processing to Web, Mobile and App based Infrastructure. Setup an IT department and acquired a 30-member team to spearhead the implementation and execution of the SelfDrive Car Share Platform.

- Launched India's First Self Dive Car Share E-commerce Website which Scaled up from 2 cars to 650 cars on its platform.
- Spearheaded Company's growth by creating new and innovative concepts and services under independent category for Corporate Car Leasing, Self Drive Car Rentals, Micro Lease, Circuit Drives, City Drive, One way drive, Car Sharing and Airport Rental.
- Slashed consumer website abandonment rate 65% by overhauling web functionalities, including responsiveness, enhanced live chat, click-to-call, and leading edge web-based customer acquisition tools.
- Increased online web visits 35000 and leads 6000 monthly by rolling out a new e-commerce platform.
- Created a strategic balance between traditional offline and digital online marketing plans, developed an integrated structure emphasising sustainability and cost effectiveness.
- Captured in-depth data from conversion rate to investment and tracked customer life cycles through a unique UID to identify common characteristics and enhance high-level of customer support and seamless operation.
- Researched In-bound International travel patterns to grow Airport Reservations and International user to 60% and 40% of domestic users of the total business for In-bound travellers.
- Geographical expansion and operations to Mumbai, Thane, and Goa which are today profit centres in their respective locations.
- Created Centralised distribution network for seamless door step delivery of cars across 300+ sub locations.
- Pinewoods Service Corporation also has the distinction of winning the coveted '**Best Business & Service Excellence Awards 2014**' for the **Best Selfdrive Car Rental Company** in Maharashtra, INDIA.

2005 - 2010 Co-Founder

[Pinewoods Service Corporation. www.bookacar.in](http://www.bookacar.in)

Established this successful business to support B2B and Enterprise level organization as a total ground transportation solution provider. Provide solutions to optimize operational performance across a broad range of areas, with particular focus on, On Demand Car Rentals and Wet lease. Creating new service corporate interface by developing and implementing their requirement in the most cost effective way.

- Launched www.bookacar.in that helped over ten thousand people travelling between two cities (Mumbai - Pune) with one way rentals
- Leading a team of 10 IT professionals and setting up total E-commerce process and delivery mechanism.
- Setting up Online Payment Gateway in association with Global Pay / HSBC and American Express for a seamless reservation experience.
- Scaling up and serving over 400 top corporate houses with a fleet size of 300 cars.
- Serving Domestic and International clients across the world.
- Spear headed Company's growth by futuristic vision to become founder of SelfDrive.In which took over bookacar.in in 2012.

1999 - 2004 Market Research RMD

[Times Of India](http://www.timesofindia.com)

Market Research and Data Analyst for Times Of India (Pune) Division. Acquired retail clients by implementation, marketing and communications strategy for retail customers. Partnered directly with corporate clients to generate advertising revenue and print media campaign creation and strategic vendor alliance for newspaper dispatch mechanism.

- Headed team of 60 Reader's Relation Executives to increase the retail account growth in total base newspaper circulation.
- Creating, planing of Vendor Network for door to door delivery system across Pune location.
- Managing agency sales for other Times Group Publications
- Grew sales from 1lac to 2.5 lac newspaper circulation making Times of India the fastest growing news paper.
- Managed ABC rating and Audits for print ads.
- Ranked Number One in ABC sales for the year 2001-2002.

1999 - 2003 Market Development Officer

Hebermans Products - Masterline Foods. (Family Business)

Built a highly successful FMCG company from the ground up, Creating Vendor Distributor Network across Maharashtra and Karnataka with 35 Distributors and Vendor partners. Led to engagement planning, creative marketing and corporate tie-ups for MNC retail stores. Managing and Implementing super display at local stores and sales promotions. Successfully Launched new products across all Vendor Distributor Network and also created other sales channels for the growth of the company.

EDUCATION

2004 - 2005 Business Management Programme

Indian Management Education.

Pune (Maharashtra) INDIA.

2001 - 2004 Mechanical Engineering

Institute of Studies in Technology (DNYANESHWAR VIDYAPEETH)

Pune (Maharashtra) INDIA.

High School

St. Joseph High School

Pune, Nashik (Maharashtra) INDIA.