

# ANKIT HARBHAJANKA

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Resourceful and innovation driven professional with experience in sales, account management, strategy and supply chain management. Customer oriented and goal driven with sound business acumen and stakeholder management skill. Meticulous in negotiating with customers and focuses on developing long-term sustainable business relationship.

## Proven relationship builder with ability to work in a multi-cultural environment

- **IIMB alumni** with 16 years of progressive career in **aerospace and aviation** sector
- **Strategic business** professional experienced with global clientele. Implemented multiple critical high value projects
- Hands-on, **strategic mind-set** and ability to visualise global picture. Passion for **sales, business management** and nurturing government & B2B relations
- Record of developing **innovative** and **customer centric** solutions to realize consistent results and growth; Skilful in creating **business cases** and **business plans**
- Successfully developed and executed **annual operation and sales plan**
- Proficient in **delivering strategy** and growing **strategic partnerships**
- Effective **team player** - **Dedicated for results** and passionate to succeed
- Adept in interfacing **with diverse teams** and **senior management**
- Impeccable **integrity** and **ethical conduct** in personal and business situations
- Recognised and appreciated for **accomplishments** and **deliverables**

### AREAS OF EXPERTISE

*Sales and Account Management*  
*Business Development*  
*Revenue Generation*  
*Customer Engagement*  
*Tactical Planning & Deal closure*  
*Supply Chain Management*  
*Strategic Initiatives*  
*Communication skill*  
*Negotiation skill*  
*Cross-functional Coordination*  
*Team Management and Training*

### KEY ATTAINMENTS

- Developed innovative **sales and services strategy** at Airbus to exceed revenue target (**~\$75mn**)
- **Planned and executed** projects to achieve Airbus' strategic growth requirements in India (**~30Mn**)
- **Won** the largest deal in Acumen's history worth **\$1.5mn**
- Coordinated **inception of two dedicated design centres (500 FTEs)** resulting in expanding Airbus' engineering footprint
- Supported **offset commitments** worth **\$150Mn** in liaison with Airbus Strategy and International Cooperation team

### CAREER CONTOUR (Achievements)

#### Panasonic Avionics Corporation: 2023 - Nov 2023

##### Sr. Regional Account Manager – India and South Asia

*Manage customer accounts, grow sales across business units and management of regional budget & profit targets*

- **Developed** strong foundation with customer personnel for long-term business growth
- **Led** RFP response submission and **presided-over** technical and commercial negotiations with customers

#### Acumen Aviation: 2021 – 2023

##### Vice President - Sales and Marketing

*Expanded customer base, increased sales revenue and enhanced business growth by deploying customer focussed strategy*

- **Won** the largest deal in Acumen's history worth **\$1.5mn** for Technical Asset Management within six months of joining
- **Contributed one-third** of total sales revenue for the financial year 2021-2022

#### Airbus roles: 2011 – 2020

2019-2020 Strategy & Business Development, Customer Services – India and South Asia

2017-2018 Business Operations - India

2014-2016 Chief of Staff to CEO and MD Airbus India

2011-2013 PMO Strategy – Supply chain and Airbus Footprint Development, India and Far East Asia

#### Strategy & Business Development, Customer Services – India and South Asia

*Led in formulating strategic plans for services, accelerate sales, revenue growth and achieve target*

- Provided **customized solutions** for Flight & Maintenance Training, Flight Hour Services (FHS) and Tailored Support Program (TSP) to airline customers
- **Contributed to:**
  - Expand **industrial partner base** and establish robust services ecosystem
  - Generate business proposals, **negotiate deals** and **execute contracts**
- Deftly represented Airbus at air shows, conferences, panel discussions and seminars

### Business Operations - India

*Selected to drive overall business process and operations e.g. Finance, human resource, global sourcing and services. Conceptualized & formulated strategies to drive business and achieve desired targets.*

- Played key role in **planning and executing** workspace expansion projects at Bengaluru and Delhi NCR to meet business requirements. Capex ~\$30Mn
- Saved cost worth **\$1Mn** by automating Asset and IT Waste Management System
- **Supervised** multi-functional team to rationalize travel policy, automate expense claim and accelerate settlement process, thereby satisfying internal audit finding
- Actively involved in:
  - **Operationalizing** Airbus' first fully owned Flight Training Centre in South Asia
  - Formulating **business plan** in coordination with **Executive Management**
- Created "**Cockpit board**" on Indian Aviation for **Top Management**
- Identified as "**Talent**": Participated in **Airbus' International Talent Development Program (2017-18)**

### Chief of Staff to CEO and MD Airbus India

- Executed **setup of Airbus Commercial India** to boost customer engagement and proximity
- Co-ordinated **strategic vision planning** and implementation across functions
- Supported **CEO** and **MD** Airbus India in administering activities to achieve **business objectives**
- **Implemented** consolidation project encompassing Engineering, Training and International Co-operation to achieve operational efficiency and cost saving
- Contributed towards:
  - **Operationalizing** Airbus' first A320 family FHS-TSP for Vistara airlines
  - Establishing Airbus' ground training centre in South Asia

### PMO Strategy – Supply chain and Airbus Footprint Development, India and Far East Asia

- Coordinated inception of two **dedicated engineering design centres** (500+ FTEs) in India
- **Supported** International Cooperation team in expanding **industrial footprint** in India and far east Asian countries
- Explored and **strategized sourcing** of standard parts, components and assemblies from local players
- Developed **industrial landscape** through Tier1/Tier2 partners

### Supreme Industries Limited: 2008 – 2011

#### Executive – Business Process Improvement

- Took cost out of production processes (**\$2mn**) by implementing value engineering projects

### Religare Enterprises Limited: 2007 – 2008

#### Relationship Manager

- Achieved **\$200k revenue**, in brokerage despite the global financial crisis of 2007 - 2008

## EDUCATION

<b>Executive General Management Program</b> from IIMB	<b>2018 - 2019</b>
<b>PG Diploma in Global Strategic Management</b> from ICFAI University, Tripura	<b>2009 - 2011</b>
<b>MBA (Marketing, Finance)</b> from Indian Institute of Engineering, Science and Technology, Shibpur	<b>2005 - 2007</b>
<b>Bachelors in Computer Application</b> from West Bengal University of Technology	<b>2001 - 2004</b>

## VOLUNTEER EXPERIENCE

Member of "Ichhe Dana", an NGO; working towards health and education empowerment of economically backward kids

## EXTRA-CURRICULAR ACTIVITIES

Badminton; Book reading; Cycling; Cricket – playing and watching; Running / Jogging