

ROSHNA ELIZBETH GEORGE

Strategic Business Transformation Leader | Turning Vision into Sustainable Value

+91 9740472122 @ roshjoe@gmail.com linkedin.com/in/roshnageorge Bangalore, India



SUMMARY

I'm Roshna George, a **Strategic Business Transformation leader** with nearly two decades of experience **translating vision into clear strategic direction and structured business models** across multiple sectors in India, the Middle East, and global markets. While most growth initiatives often prioritize speed or isolated efficiency, what distinguishes my work is the integration of strategy, operating design, and governance into a unified performance framework, thereby enabling growth to compound value rather than dilute it.

Key Achievements

- Enabled **3x revenue growth** without linear capacity expansion
- Protected **10-12% margin** during rapid scale and portfolio expansion
- Achieved up to **80% cycle time compression** via Lean Six Sigma and automation redesign thereby increasing throughput and speed to market
- Elevated CSAT from **12% dissatisfaction to 3%** by eradicating systemic failure points.
- Sustained **>92% on-time delivery and zero quality failure during scale** thereby strengthening client trust.

SKILLS

Corporate Governance | Enterprise Transformation | Strategic Oversight | Business & Process Transformation | Operational Excellence | Risk & Compliance | Resource Optimization | Global Team Leadership- Digital Transformation | Process Automation | Quality Assurance- Organizational Culture | Change Management | Employee Engagement

EXPERIENCE

07/2024 - Present

Remote

Head of Strategy, Scale & Organizational Execution

Studio137 | SaaS / Technology Services

Enterprise Scale Enablement: 3x Program Growth with ~92% On-Time Delivery

Architected an enterprise operating and execution governance layer during post-acquisition scale, as a founder-led technology and a marketing firm transitioned into US-partnered, multi-stream delivery. By standardizing operating norms, clarifying decision rights, and instituting a predictable delivery cadence, I converted fragmented execution into a repeatable system - enabling higher-complexity programs to scale without margin erosion, leadership overload, or delivery volatility. This operating model stabilised execution at scale while preserving speed, accountability, and team capacity during rapid expansion.

Impact as COO-equivalent owner

- Ran delivery governance across a growing portfolio, sustaining **~92% on-time delivery**
- Scaled engagement value from **₹15-40L to ₹2.5Cr+** programs without quality or margin erosion
- Enabled **3x increase** in execution complexity with only 1.3x growth in delivery capacity
- Prevented **10-12% margin leakage** through scope control, financial oversight, and risk governance

Enterprise leadership actions

- Designed cross-functional planning and execution rhythms linking strategy, capacity, and delivery
- Built people systems (role clarity, onboarding, performance cadence) to stabilise teams at scale
- Standardized workflows and tools (ClickUp, Bug Herd), improving execution visibility by **~70%**

11/2021 - 06/2024

Bangalore

Transformation - EV Customer & Dealer Operation

Ather Energy | EV Manufacturing & Mobility

Scaling EV Customer & Dealer Operations : 60% Service Load Reduction

Joined during a hyper-growth phase in the EV market, where demand outpaced supply and rapid innovation placed sustained pressure on customer and dealer operations. Addressed fragmented processes, manual dependencies, and reactive service models by redesigning end-to-end operating models - embedding Lean discipline, automation, and execution governance - to increase throughput, reduce friction, and protect brand experience. Enabled operations to scale at market speed while improving reliability, lowering cost-to-serve, and sustaining customer and partner confidence.

Impact on enterprise operations

- Reduced customer dissatisfaction from **12% to 3%**, protecting brand and repeat revenue
- Compressed warranty and claims settlement cycles from **72-152 days to 15-20 days**, improving dealer cash flow
- Reduced customer contact volumes by **60%+** through automation and journey redesign

Enterprise leadership actions

- Designed operating models aligned with product and business strategy
- Governed end-to-end implementation (UAT → stabilisation) to ensure realised value
- Implemented real-time CSAT and performance dashboards for proactive control

EXPERIENCE

05/2020 - 03/2021

Bangalore

Sales Execution & Revenue Transformation

Springboard | EdTech

Revenue Acceleration: 53% Faster Time-to-Productivity

Engineered a real-time sales execution and quality system during Springboard's India market entry to synchronize rapid-fire product pivots with frontline behavior. By translating fast-changing pricing and positioning into consistent messaging, I compressed the **sales ramp-up cycle from 30 to 14 days** - enabling new cohorts to hit quota targets two weeks ahead of schedule. This framework eliminated mis-selling and inconsistent messaging, stabilizing retained revenue and reducing refund rates while protecting brand credibility during a period of volatile market expansion.

Impact on revenue operations

- Reduced time-to-productivity from ~30 days to ~14 days
- Reduced escalations and improved learner trust, supporting retention

Enterprise leadership actions

- Built scalable onboarding and coaching systems
- Established quality benchmarks and performance feedback loops
- Reduced execution variance across the sales funnel

02/2018 - 03/2019

Dubai, UAE

Governance & Quality Transformation

Duserve | Facilities Management

Enterprise Value Protection: 100% Contract Continuity & 30% Risk Mitigation

Stabilised semi-government operations during a leadership reset by institutionalizing process-led governance; secured critical renewals through an 88.64% IWAY audit score and reduced quality escalations by 30% through a multi-site ISO 9001 QMS rollout for 300+ staff.

Impact on enterprise stability

- Reduced quality escalations by ~30%
- Secured contract renewals through compliance and service reliability

Enterprise leadership actions

- Led ISO 9001 QMS across multi-site operations and vendors
- Trained 300+ staff, reducing supervision dependency
- Led IKEA IWAY certification with 88.64% audit score, securing contract continuity

11/2009 - 11/2013

Al Ain, UAE

Enterprise Scale Enablement – Healthcare Quality & Governance

Oasis Hospital | Healthcare

Strategic Scalability: 185% Capacity Growth with Zero Quality Failure

Transformed a high-performing clinical hospital into a standardized enterprise by building the quality and governance function from the ground up. By introducing integrated processes and operating discipline, I enabled a seamless expansion from 70 to 200 beds and secured long-term viability through sustained US-based JCI accreditation. This institutionalized framework governed 3,000+ critical policies, eliminating clinical and compliance risk while supporting a large-scale facility transition without disruption to patient care.

Impact on operations

- Supported **expansion from 70 to 200 beds** without quality failure
- Sustained **JCIA accreditation** across multiple cycles
- Reduced clinical and compliance risk through governance systems

Enterprise leadership actions

- Governed **3,000+ policies, SOPs**, and clinical documents
- Trained **300+ staff** on quality and compliance systems
- Implemented Lean and barcoding for inventory and supply-chain reliability

EDUCATION

2015 - 2016

Global MBA

Swiss Business School

2003 - 2007

B.E. Electronics & Communication

Anna University

CERTIFICATIONS

QMS Lead Auditor (IRCA)

Lean Six Sigma Black belt