

# Durai Murugan Veerasamy

Chennai, India | [duraimurugan.veer@gmail.com](mailto:duraimurugan.veer@gmail.com), [rugan@rugan.in](mailto:rugan@rugan.in) | +91 9176779000

## SENIOR MANAGEMENT PROFESSIONAL

*Highly motivated and compassionate Operations Professional well versed in managing complex business challenges and making high-stakes strategic decisions using Customer Relationship Skills, Process Improvement, Company Values centric experience across various geographies*

## PROFESSIONAL VALUE OFFERED

- Results-driven, high integrity & energetic C-level professional with a strong career track of over 18 years in Operations Management, successfully propelling through the venture, managing financials, and high-growth cycles; consistently deliver mission-critical results across the BPO industry
- A tenured leader experienced in Profit and Loss management, Account Management, Operations Strategy, Business Transformation, Customer Experience, Transition, and managing large teams in multiple countries
- Wealth of expertise entails developing a flexible growth model while motivating others to meet the challenges of a performance-based culture in an extremely competitive environment
- Prince 2 Certified with expertise in enhancing the existing process or creating new processes to increase the efficiency and profitability
- Skilled in developing and managing a large creative team and displayed excellence in cementing healthy relationships with stakeholders, thereby ensuring that the business has a highly differentiated image amongst partners delivering end customer experience
- Successfully driving towards higher productivity and cost savings, through network collection tools (61 tools), automated scheduling, and workflow management solutions
- Proficient in the expansion of programs, supporting operations inclusive of conceptualization & implementation of short/long-term plans and managing teams with a focus on excelling business targets
- A people's leader, possesses credibility & personal integrity that leaves a lasting impression on corporate decision-makers motivates employees and generates loyalty

## CORE COMPETENCIES

**Functional Skills:** Operations Management| Strategic Planning| Cost saving Initiatives| Process Excellence| Stakeholder Management| Training & Development| Client Relationship Management| Strategic Planning| P& L Accountability| Employee Engagement| Service Delivery Management|

**Leadership Skills:** Strategic Planning| Team Building & Leadership| Thought Leadership |, Business Roadmap| Mentoring & Coaching, Strategic Transformation| Strategic Relationship Building| Training & Knowledge Building, Productivity Enhancement| Business Innovation

## STRENGTH LIES IN

- **Analytical Skills:** Skilled in analyzing reasons which affect day-to-day service levels and took data-driven decisions, e.g., R&D integration
- **Process Improvement:** Enhanced the entire process by analyzing and developing strategies to improve work within own team and cross-functionally increased the team size from 20-700, e.g., network collection tools
- **Strategic Leader:** Set examples and offered guidance and developed an operations team, e.g., setting up four nodes
- **Thought Leader:** Conceptualized staffing plans, schedules, quality initiatives, process change initiatives, Lean/Kaizen activities, and other Change/Six Sigma initiatives, e.g., freelance working model
- **Business Acumen:** Knowledge of technical systems in a complex automated virtual customer service center, e.g., QA audit in CX environment for shoes augmented reality
- **Business Analysis:** Performed root cause analysis and created action plans in support of driving process improvements and keeping pace with our flexible growth model, e.g., reinforcing and expanding external content provider network
- **P & L accountability:** Accountable for multi \$MM budget comprising Opex and Capex for 3D studios (internal) and external content providers. The plan encompasses comparisons of budget plan vs actuals and Opex vs throughput yield

## ORGANIZATIONAL EXPERIENCE

**Amazon Development Centre India Pvt. Ltd., Chennai**

**Jun 2013 – Present**

*Growth Path:*

*Head of WW Digital Studios – Oct 2022 to Present*

*Leader, 3D Studios, APAC – Apr 2022 to Oct 2022*  
*Senior Operations Manager – 3D, Jul 2019 to Mar 2022*  
*Operations Manager – Digital Imaging, Apr 2015 – Jun 2019*  
*Manager – Digital Imaging, Jun 2013 – Mar 2015*

- Leads multiple studios across the APAC region; leads budget and capital planning for the region and is accountable for multiple deliverables at the P&L level
- Single-threaded leader owning strategy and growth of WW External Content Provider network and freelance agencies
- Set vision, developed strategy, and achieved consensus on priorities; anticipating and identifying future business priorities including forward-looking 3-year and 5-year plans
- Owns and contributes towards multiple direct and feeder goals with certain goals at the highest Amazon CEO's directs level
- Served as a crucial member of the Executive Decision-Making Team involved in conceptualizing long/short-term process strategies and action plans in alignment with the overall corporate vision and business objectives
- Responsible for leading the studio and external team and owns content production for all of Amazon's 3D Customer Experience (CX)
- Manages complex and strategic decision-making on both people and process fronts
- People front–designed and established job guidelines, career-growth paths and larger-scale development needs within and across teams to develop skills/capabilities needed. Owns medium-term strategy for hiring 3D talent to keep pace with the growth rate and demand for 3D assets
- Process front – manages the ambiguities around volume planning, resource allocation, budgeting, and prioritization across process classes and regions and owns medium and long-term goals
- Mapped mission-critical issues and projected cost savings of 10x times for the organization
- Focused on leveraging technology to enhance process efficiencies and manpower productivity; partnered with technology teams and initiated various process improvement and tool-development projects positively impacting the end-customer
- Created BCP (Business Continuity Plans) for the process and ensured optimal risk management
- Collaborating with key stakeholders on a regional and global level to ensure a seamless transition, set up, and expansion of respective processes
- Organized and Conducted business reviews and meets with senior leadership teams, presenting structured data analytics for informed decision making
- Rendered support to the process by delivering Training and mentoring the team members to bridge the gap between performance and skills, creating succession plans and providing career growth and development guidance

**Notable Mention:**

- Created and distinguished four verticals in his org. which he manages. The four are R&D vertical, Quality vertical, internal production/asset creation vertical and external content creation vertical
- Successfully established all the four 3D nodes in APAC, right from conceptualization to scouting premises, commissioning infrastructure, legal/compliance regulations, recruiting requisite talent, and operationalizing the center
- Operationalized production of photogrammetry scanning retouch of 3D assets internally and trained/expanded to the external network
- PR outreach along with Adobe to provide global visibility on 3D capabilities/plan of Amazon
- Created career progression framework across levels and manager upskilling program
- Strengthened the company's process by delivering the organizational mandate of scaling up and expanding the pilot Color Authoring process from 1 node in India to 2 others in China and Romania, from a single marketplace USA to 13 different marketplaces across the globe between 2013 and 2016
- Leveraged innate understanding towards expanding the product portfolio from 1 to 32 different Product Groups
- Enhanced cost savings for Amazon Imaging Org through 3D external support (\$6MM), R&D set up (\$2MM), software negotiations (\$1.2MM), automation scripts (\$554k) and elastic freelance resource model (\$105k) and 2D Color Author process (\$8.3MM)

**Ad2Pro Media Solutions Pvt Ltd, Chennai,**

**May 2012 – May 2013**

**Client Manager**

- Spearheaded a team of 22 and served as SPOC (Single Point of Contact) between the client and operations team; clients comprised leading newspaper organizations in the USA, such as Washington Post, Metro New York, Buffalo News, and more
- Led night shift (150 members) and was nominated 2nd level escalation contact for all teams in the night shift
- Mentored teams and led a project on capacity requirement/seat utilization which helped the team to achieve 100% on-time delivery consistently
- Established excellent client relationships in terms of participating in client calls, coordinating with clients on day-to-day operational matters, and generating a mutual environment of trust, confidence, and goodwill

- Enhanced the process by rendering support towards organizational initiatives of cost control optimization; ensured effective utilization of personnel, materials, and equipment through enhanced capacity planning, resource allocation, and seat utilization
- Monitored data on workflow and design shift patterns and submitted recommendations to senior leadership teams; flagged issues appropriately to client/senior management

---

#### PREVIOUS EXPERIENCE

---

**RR Donnelley, Chennai, India**

**Feb 2009 – Mar 2012**

Associate Client Manager

**UBS Service Centre India Pvt Ltd, Hyderabad, India**

**Apr 2007 - Feb 2009**

Lead Document Specialist

**Office Tiger Database Systems India Pvt Ltd, Chennai, India**

**May 2004 – Apr 2007**

Project Coordinator

---

#### ACADEMIC CREDENTIALS

---

- Executive MBA – International Trade Management, National Institute of Business Management
- Master's in political science (M. A), Tamil Nadu Open University (University Rank Holder)
- Bachelors in Arts (B. A) – Public Administration, Tamil Nadu Open University

---

#### CERTIFICATIONS

---

- PRINCE2® Foundation Certificate in Project Management (Certificate Number: GR633090364DM)
- PRINCE2® Practitioner Certificate in Project Management (Certificate Number: GR634046107DM)
- Training Workshop in Lean Manufacturing

---

#### ADDITIONAL INFORMATION

---

**Date of Birth:** 28<sup>th</sup> January 1984

**Languages are known:** English and Hindi