

# ROHIT “ROBBIE” SHARMA

| General Management |  
Businesses Operations |  
Customer Service |  
Entertainment | Hospitality |  
Retail |

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## Key Competencies

- Customer /Guest focus
- Ability to Multi-Task
- Business Acumen
- Conflict Management
- Creativity and Innovation
- Dealing with Ambiguity
- Developing direct reports
- Hiring and Staffing
- Team trainings & motivation
- Integrity and humility
- Organizational skills
- Priority Setting/Time Management
- Problem Solving & Process Management
- Result oriented
- Strategic Thinking & Agility

## Skills

### Strategic Planning



Business development  
New partnerships and profitability  
Developing S.O.P's , implementation and adherence  
Risk assessment and strategic thinking

### Operations management



Multi - unit management  
People management - Other stake holders  
Recruitment process  
Integrity and humility  
Staff scheduling goal setting

Problem Solving, decision making  
Ability to multitask  
Involvement of entire team

## Summary

Extensive experience in operations management, business development, and retail across the entertainment, hospitality, and retail sectors. Held leadership roles at Whole Foods as E-Commerce Team Manager and MTHD by Oscar OCIV LLC as Director of Operations, focusing on streamlining operations, training programs, and achieving performance benchmarks. Significant contribution to Ralph Lauren Corporation's European Union division in retail operations management and new store launches, with a strong emphasis on cross-functional collaboration and vendor relations. Proficient in strategic planning, resource management, sales growth initiatives, guest services excellence, payroll oversight, and compliance adherence using tools like 'Ariba'. Holds a Postgraduate degree in Business Ownership for Leadership from XLRI Jamshedpur and a Bachelor's degree in Commerce from Delhi University. Seeking opportunities in operations leadership or business development roles to contribute to organizational growth through innovative strategies and operational excellence. Adept at fostering team motivation while ensuring alignment with company objectives.

## Work History

December 2020 - Present In store shopper EComm - team manager

### Whole Foods

- Oversaw daily operations and ensured the smooth functioning of e-commerce activities.
- Coordinated team scheduling to optimize efficiency and meet operational needs.
- Implemented standard operating procedures (SOPs) to streamline processes and maintain consistency.
- Achieved sales targets and key performance metrics on daily, weekly, and monthly bases.
- Conducted training sessions to enhance team skills, knowledge, and performance.
- Supported business goals by maintaining a high level of operational excellence in the e-commerce environment.

Sep 22 -  
Sep 23

### Director Of Operations

#### MTHD by Oscar OCIV LLC

- Directed resource management and developed operational plans, ensuring adherence to established systems and procedures.
- Conducted regular evaluations of organizational efficiency, implementing changes to optimize staff productivity and align with company objectives.
- Assessed company needs and contributed to achieving the vision through planning for both short-term and long-term goals.
- Oversaw daily operations to ensure seamless functioning, including policy development, implementation, and revision for maximum efficiency.
- Managed payroll, recruitment processes, staff onboarding, training programs, scheduling for exempt/non-exempt employees and contractors while maintaining compliance with legal standards.
- Analyzed business performance benchmarks in sales and collaborated on business development initiatives to enhance brand visibility; worked with stakeholders and vendors on event planning and program launches.

2019

### Business development and Operation management

#### Ralph Lauren Corporation- EU

- Oversaw business development and retail operations for Ralph Lauren's European Union region, focusing on new store openings across diverse formats such as Exclusive Polo Stores, Boutique/Luxury Stores, Partner Stores, and Outlet/Factory Stores.
- Coordinated cross-functional collaboration to meet strict opening deadlines, managing logistics, procurement processes, and vendor communications effectively.

Finance and Administration

monthly, Yearly budgeting  
P&L control and analysis  
KPI's  
Financial Analysis  
Cost Control  
Contacts and Negotiation

Sales & Marketing

Sales targets, and projections  
Setting individual goals  
Loyalty programs  
Campaign & project management  
Marketing plans and brand standards  
Ensure adherence to set visual standards

Guest services

Focused on providing unparalleled guest experience each time  
Building guest oriented teams and culture  
Forming guest relationships showcasing genuine appreciation and care  
Prioritizing while multitasking  
Forecasting guest needs  
Innovations and creating problem solving  
Complaints and service recovery

Certifications

- Basics SQL
- Six Sigma

Interests

Fitness Coach  
Regular Volunteer Work  
Hiking  
Creative Writing

Legal

Legal Work Authorization

- Established and maintained relationships with vendors while onboarding new partners; managed vendor payments and procurement through the 'Ariba' system.
- Produced and presented weekly update reports for senior management and key stakeholders across involved departments to ensure project alignment.
- Organized regular virtual meetings with logistics vendors, sales and marketing teams, regional managers, site owners, and project leaders to oversee launch plans and resolve operational challenges.
- Built rapport with property owners to facilitate smooth coordination for store launches.
- Assisted in managing luxury boutique daily operations at Brompton Cross (London) in 2018–2019; ensured seamless guest services alongside staff hiring, training programs, scheduling for increased productivity, and compliance with operating procedures (SOP).
- Directed team performance by assigning tasks strategically while fostering motivation through mentoring efforts; ensured visual merchandising standards were upheld consistently.
- Monitored payroll budgets on both monthly and annual bases; implemented outreach strategies to exceed guest expectations regularly.
- Managed men's department at Club Monaco flagship store in NYC (2017–2018), contributing to sales growth initiatives within a high-profile retail environment.
- Part of the sales team at Polo Ralph Lauren flagship store on 5th Avenue from 2015–2017; supported premium customer service delivery in a fast-paced retail setting focused on brand image excellence.

2010 - 2015    Operating Officer - USA store management across ten locations

Reliance ADA Group-Reliance Entertainment

- Spearheaded strategic initiatives to establish new partnerships, enhance business development, and drive operational excellence across 10 USA locations, contributing to a business valuation of \$35 million.
- Oversaw coordination and progress monitoring across multiple departments, ensuring adherence to processes and alignment with organizational goals.
- Streamlined content procurement as the final decision-maker for all contracts and agreements; conducted risk assessments and ROI forecasting to support optimized decision-making.
- Developed and implemented standardized operating procedures (SOPs) for service operations and logistics, enhancing overall efficiency.
- Expanded revenue streams by identifying new market opportunities and acquiring clients, including cultivating niche audiences such as Polish communities in Illinois and fans of Japanese anime in Manhattan.
- Contributed to the successful acquisition of new store locations by preparing feasibility reports; initiated loyalty programs, sweepstakes, weekly contests, and community events to increase customer engagement.

2007 - 2010    Business Operations (head)

Reliance ADA Group - Reliance Media Works (ASIA)

- Expanded business operations from 100 to 500 store locations within a two-year period, ensuring effective scalability and operational efficiency.
- Coordinated with authorities on security issues, staff matters, and legal compliance to maintain regulatory standards across operations.
- Chaired weekly meetings with stakeholders, overseeing reporting, planning, and follow-ups to align business strategies.
- Delivered performance updates, quarterly business reviews, and planning sessions to facilitate informed decision-making and strategic growth.
- Achieved a 20% reduction in organizational operating costs by streamlining processes and enhancing operational workflows.
- Managed events of varying scales across multiple locations and regions while contributing significantly to recruitment processes, onboarding initiatives, training programs, and role definition for staff.

## Technical efficiency

- Microsoft office, Excel, Outlook
- Analytics
- POS
- Adobe acrobat

2004 - 2007

### Sr. Business Operations Manager

[PVR Cinemas Ltd. – Asia \(New Delhi, Mumbai, Bangalore, Hong Kong\)](#)

- Oversaw multi-unit business operations and management across various locations, surpassing key performance indicators (KPIs) by 20%.
- Directed property management activities, ensuring proper upkeep and operational continuity.
- Spearheaded the creation of new revenue streams, contributing an additional 15% to the profit and loss (P&L) statement.
- Designed outreach programs and localized store-led marketing initiatives; implemented differential service offerings tailored to diverse customer segments at varying price points.
- Managed staff recruitment, termination processes, team engagement, and productivity; developed training programs to enhance workforce skills.
- Improved operational efficiency by 10% through internal and external audits, development of management training modules, and optimized scheduling practices. Supported marketing and brand management efforts in executing high-profile events and product launches.

2001 - 2004

### Area Manager Business Operations

[PVR Cinemas Ltd. – Asia \(New Delhi, Mumbai, Bangalore, Hong Kong\)](#)

- Oversaw business operations for new flagship locations in New Delhi, Mumbai, Bangalore, and Hong Kong to ensure seamless launch and sustained performance.
- Directed large-scale events, including movie premieres, to enhance brand visibility and audience engagement.
- Coordinated cross-functional teams across multiple cities to standardize operational excellence and achieve organizational objectives.
- Managed logistics, budgeting, and resource allocation for high-profile initiatives and events.
- Developed strategies to optimize operational processes while maintaining customer satisfaction at flagship locations.
- Ensured the successful execution of branding efforts through the organization of impactful high-profile events.

2000 - 2001

## Assistant Manager

### ANZ Grin-delays bank - New Delhi

- Oversight of daily operations and processes to ensure efficient functioning and timely delivery across departments.
- Implementation of strategies aimed at improving customer service experiences and streamlining operational workflows.
- Coordination among multiple teams to achieve organizational targets, adhering to deadlines and quality standards.
- Monitoring performance metrics to identify growth opportunities while addressing areas needing improvement.
- Support provided in compliance enforcement with regulatory requirements, maintaining adherence to bank policies and guidelines.
- Contribution to the development of team members through mentorship, training programs, and continuous performance evaluation.

## Education

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2005 - 2006

### Post Graduation

XLRI Jamshedpur

Business ownership for Leadership and enterpenures

### Bachelor of Commerce

Delhi University

Bachelors degree in Economics, Accounts, Commerce and trade

### PGDBM NIS National Institute of Sales and Marketing

NIIT

3 Years Post Graduation degree in Sales, marketing and business management