

# SHAWN PINTO

## HEAD OF OPERATIONS | BPO & CUSTOMER OPERATIONS | BUSINESS TRANSFORMATION

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### EXECUTIVE PROFILE

Senior Operations and Business Transformation Leader with 23+ years of experience, including 18+ years in senior leadership, building and improving large-scale BPO, contact centre and customer operations across India and international delivery environments. Experienced in leading 300–600+ FTE operations, aligning workforce strategy, service delivery, customer experience and commercial performance with business objectives.

Combines operational scale with measurable business impact: delivered 30% business growth at Quickom, improved productivity by 20% at Transcendix, reduced attrition by 25% at MegaaOpes and led Lloyds TSB collections performance through IBM Daksh representing £29.79M and 104% year-on-year growth.

Brings a commercially focused, transformation-led approach to operational leadership, spanning workforce optimisation, performance governance, Lean Six Sigma, process redesign, analytics and technology-enabled improvement. Experienced in developing management teams, strengthening accountability and translating business priorities into measurable delivery outcomes.

### SELECTED LEADERSHIP & BUSINESS IMPACT

- Led 600+ FTE domestic and international BPO/contact centre operations spanning voice, non-voice, telesales, collections, customer support and back-office functions.
- Delivered 30% business growth at Quickom through workforce optimisation, process improvement and operating-model redesign.
- Delivered ₹3.6 crore in combined annual operating cost savings across Quickom and MegaaOpes, reducing stated annual costs by 14.4% across a combined ₹25 crore baseline through HR data automation, reporting automation, operations workflow optimisation and vendor-management redesign, while maintaining service quality.
- Sustained 95% annual average SLA attainment at Quickom; improved IBM Daksh process SLAs from 60% to 94% within one year and MegaaOpes domestic/international SLAs to 92%/95%.
- Improved productivity by 20% at Transcendix through workflow redesign, governance improvements and project lifecycle optimisation.
- Reduced attrition by 25% at MegaaOpes through people governance, employee engagement, manager capability development and performance management.
- Delivered £29.79M in Lloyds TSB collections performance through IBM Daksh, representing 104% year-on-year growth.
- Generated approximately 40% of Transcendix's organisational revenue through the accounts and business portfolio under leadership.
- Increased HSBC UK collections performance by 58% in 2005 and 110% in 2006 through performance management and data-led interventions.
- Delivered 20% year-on-year sales growth at Edge Customs against a ₹4 crore annual sales target.

### CORE LEADERSHIP CAPABILITIES

**Operations & Service Delivery:** BPO/BPM | Contact Centre Operations | Domestic & International Delivery | Voice, Non-Voice & Back Office | Customer Service | Collections

**Commercial & Financial:** Revenue Delivery | Budget Management | Operational Cost Control | Annual Cost Reduction | Workforce Cost Planning | Cost Optimisation | Sales Operations | Account Growth | Forecasting | SLA/KPI Governance

**Operational Governance:** SLA/KPI Management | Productivity | Quality | CSAT/NPS | Workforce Management | Capacity Planning | Utilisation | Corrective Actions | MIS/Dashboards

**People Leadership:** Multi-layer Team Leadership | Operations Manager Development | Team Leader Coaching | Employee Engagement | Attrition Management | Capability Building

**Transformation & Technology:** Lean Six Sigma/DMAIC | Root-Cause Analysis | Process Mapping | Workflow Redesign | Change Management | Power BI | Salesforce CRM | Business Intelligence | Jira

### PROFESSIONAL EXPERIENCE

#### HEAD OF OPERATIONS

*MegaaOpes Solutions Pvt. Ltd. | Bangalore, India | Sep 2024 – May 2026*

- Led a diverse workforce of over 300 FTEs in domestic and international BPO/contact center operations, managing voice, non-voice, tele-sales, collections, customer support, and back-office processes.
- Oversaw operational costs and performance for campaigns with a substantial annual salary run rate of ₹8.45 crore, effectively monitoring staffing costs, productivity, and KPIs.
- Achieved a significant reduction in annual operating costs, lowering expenses from ₹10 crore to ₹8.7 crore, resulting in savings of ₹1.3 crore (13%) through automation and process optimization while maintaining high service quality.
- Managed revenue delivery across various campaigns; facilitated domestic billings of ₹14.4 crore annually from 200 FTEs and potential international billings of \$832,000 annually from 100 FTEs at full capacity.
- Enhanced SLA attainment rates for domestic campaigns from 73% to 92% and international campaigns from 81% to 95% through targeted performance governance and corrective management.
- Drove a 25% reduction in employee attrition by implementing robust people governance strategies, fostering employee engagement, and enhancing manager development programs.
- Established comprehensive KPI/MIS dashboards for improved performance visibility, covering metrics on productivity, service quality, and customer experience.
- Optimized customer service workflows using IVR and call-flow analytics, particularly supporting a US automotive client service chat process for Gubagoo.
- Developed leadership capabilities among Operations Managers and Team Leaders through targeted coaching, performance reviews, and succession planning.
- Spearheaded achievements against a quarterly sales target of ₹3.5 lakh through strategic leadership in international voice sales/tele-sales initiatives.

## GLOBAL LEAD – CLIENT EXCELLENCE, ACCOUNT MANAGEMENT & INTERNATIONAL VOICE SALES/TELESALES

*Transcendix Partners LLP | Bangalore, India | Feb 2022 – Jan 2024*

- Managed a €1.5 crore annual sales target across international and domestic business development, driving strategic account management and enhancing customer success.
- Generated approximately 40% of company revenue by effectively overseeing accounts and expanding the business portfolio, emphasizing account retention and enterprise growth.
- Improved productivity by 20% through workflow redesign, governance enhancements, and optimization of project lifecycles.
- Led enterprise relationships and conducted commercial negotiations, successfully converting pipeline opportunities and forecasting account growth initiatives.
- Utilized Salesforce CRM, KPI dashboards, and executive business reviews to enhance visibility into pipeline health, conversion rates, account performance, and revenue metrics.
- Managed client escalations and implemented cross-functional resolutions; leveraged customer insights to identify retention risks and opportunities for business expansion.

## DEPUTY GENERAL MANAGER – INDIA OPERATIONS

*Quickom Information Technology Pvt. Ltd. | Bangalore, India | Jan 2019 – Feb 2021*

- Directed operations for over 600 FTEs across collections, customer service, and business support, ensuring optimal workforce utilization and productivity.
- Achieved 30% business growth through strategic workforce optimization, process improvements, and a comprehensive operating-model redesign.
- Managed budgeting, forecasting, and capacity planning for a 606-person workforce, ensuring effective recruitment and deployment strategies.
- Reduced annual operating costs from ₹15 crore to ₹12.7 crore, delivering ₹2.3 crore in savings (15.3%) through HR automation, streamlined reporting, and enhanced vendor management while maintaining high service quality.
- Oversaw revenue generation across a large BPO operation, with potential annual billings of ₹43.68 crore from a billing structure of ₹60,000/FTE/month for 580 agents and ₹80,000/month for 20 team leaders.
- Maintained a 95% average SLA attainment rate annually by implementing robust KPI governance, proactive performance monitoring, and effective workforce planning.
- Executed staffing realignments and shift optimization initiatives, redesigning workflows and automating processes to enhance resource productivity while safeguarding service quality and SLA performance.
- Strengthened operational governance through regular performance reviews, data-driven insights, and targeted corrective action plans.

## HEAD OF SALES & MARKETING

*Edge Customs | Bangalore, India | Aug 2014 – Dec 2018*

- Led target-driven sales operations, focusing on tele-sales and outbound sales for lead generation and customer acquisition.
- Achieved a 4-crore annual sales target, driving a 20% year-on-year sales growth through strategic, data-driven methodologies.
- Developed and implemented comprehensive sales action plans, enhancing market reach and diversifying revenue streams.
- Cultivated strong commercial partnerships, executing customer retention initiatives that maximized loyalty and satisfaction.
- Leveraged CRM insights and sales analytics to identify pipeline opportunities, significantly boosting overall sales **productivity**.

## MANAGER – HR TRANSFORMATION & IMPLEMENTATION

*Capgemini India Pvt. Ltd. | Kolkata, India | Mar 2013 – Jun 2014*

- Led the development of a global HR workflow framework covering HR Administration (HRA) processes, supporting standardized process execution and documentation across APAC, EMEA, the UK, and India.
- Mapped end-to-end HR processes and developed SOPs, process guides, and knowledge documents to establish consistent global HR operating practices.
- Mapped country-specific HR workflows and localized policy requirements, including maternity leave policies and employee family insurance provisions, incorporating applicable country-specific laws and practices into the global workflow framework.
- Collaborated with local HR teams across APAC, EMEA, the UK, and India to align local HR practices with the global workflow and coordinate implementation within country-specific operating environments.
- Supported the integration of global process standards with local HR policies and practices, balancing process consistency with country-specific requirements.
- Used SAP to enter and update client employee records for key employee lifecycle transactions, including new joiners, rehires, and internal movements.
- Conducted process mapping, FTE analysis, and Lean gap analysis to identify inefficiencies, duplication, rework, and opportunities for process standardization.
- Performed change-impact assessments to identify resource optimization and process redesign opportunities.
- Collaborated with Transition Leads and Solution Architects to develop implementation roadmaps for process redesign and automation initiatives.

## CHANNEL PARTNER

*HST Futures International Limited | Bangalore, India | Oct 2010 – Feb 2013*

- Amplified FOREX trading portfolio from \$10,000 to over \$100,000 through strategic portfolio management.
- Implemented comprehensive market analysis to identify profitable trading opportunities.
- Executed risk-based decision-making strategies to mitigate potential losses and enhance profitability.
- Cultivated strong relationships with clients to understand their financial goals and tailor trading approaches accordingly.

## SENIOR OPERATIONS MANAGER

*ACW Holdings LLC (Dubai Properties) | Dubai, UAE | May 2008 – Feb 2010*

- Established and directed a customer-facing sales, service, and collections operation with over 300 FTEs, setting clear operating strategies and governance frameworks.
- Re-engineered collections workflows and operational processes, resulting in a 20% increase in operational efficiency and enhanced revenue generation.
- Developed and executed comprehensive training programs to elevate team capabilities and ensure consistent service delivery.
- Instituted quality standards and operational protocols that significantly improved service readiness and overall customer satisfaction.

## SENIOR OPERATIONS MANAGER – LLOYDS TSB BANK COLLECTIONS

IBM Daksh India Pvt. Ltd. | Bangalore, India | Feb 2007 – Mar 2008

- Led UK collections operations, enhancing service delivery, productivity, and quality metrics across the team. Achieved £29.79M in collections performance, reflecting a remarkable 104% year-on-year growth.
- Elevated overall process SLA attainment from 60% to 94% within 12 months, marking a significant 34-percentage-point improvement.
- Implemented robust performance governance and operational controls driving effective execution discipline.
- Spearheaded Six Sigma DMAIC initiatives, utilizing operational analytics to pinpoint performance gaps and implement corrective actions.
- Managed complaints and escalations, facilitating root-cause analysis and successful resolution to elevate customer satisfaction.

## MANAGER – OPERATIONS, HSBC UK CREDIT CARD COLLECTIONS

HSBC HDPI India Pvt. Ltd. | Bangalore, India | Sep 2002 – Jan 2007

- Led credit card collections operations for HSBC HDPI in the UK, ensuring accountability for productivity, quality, compliance, and service delivery.
- Achieved a remarkable 58% increase in collections performance in 2005 and a further 110% in 2006 through effective performance management and recovery optimization.
- Utilized call-log, dialer, and payment-promise analytics to identify root causes and recovery opportunities, translating data insights into actionable strategies for team performance.
- Earned accreditation as a Credit & Risk Trainer, Quality Trainer, and Call Coach, recognized as part of HSBC's Top Talent pool for exceptional contributions.

## ASSISTANT TEAM LEADER / SME

Mphasis India Pvt. Ltd. | Bangalore, India | Jun 2001 – Aug 2002

- Supported a 15-member customer service team in providing exceptional service to Capital One US credit card customers.
- Ensured delivery of high standards of service, enhancing overall customer experience through productivity and quality initiatives.
- Delivered frontline process guidance and coaching to team members, fostering skill development and improving performance.
- Resolved complex customer issues effectively, facilitating escalation support to optimize consistency and positive outcomes.

## AI & AUTOMATION / DIGITAL OPERATIONS

- AI & Automation | Generative AI | Prompt Engineering | AI-Enabled Operations | Workflow Automation | Process Automation
- Applied AI and automation concepts to workflow redesign, process efficiency, analytics and technology-enabled customer operations.
- Professional learning: AI strategy, data analytics, Python and AI agents.

## OPERATIONS EXCELLENCE & TRANSFORMATION PROJECTS

- **Lean Six Sigma Green Belt – IBM Daksh:** Applied DMAIC methodology to streamline collections workflows, reduce cycle time and improve recovery effectiveness.
- **Lean Six Sigma Yellow Belt – MegaaOpes Solutions:** Applied root-cause analysis and process optimization to reduce Average Handle Time while maintaining quality and compliance standards.
- **Target Operating Model & HR Transformation – Capgemini:** Supported global transformation programs involving process mapping, FTE analysis, Lean gap analysis, change-impact assessment and implementation roadmaps.

## TRANSFORMATION, ANALYTICS & TECHNOLOGY

Lean Six Sigma/DMAIC | Process Mapping | Root-Cause Analysis | Workflow Redesign | Operating Model Design | Change Management | Power BI | Salesforce CRM | Business Intelligence | KPI Dashboards | MIS Reporting | Sales Pipeline & Conversion Analytics | Call-Log/Dialer Analysis | Forecasting | Workforce & Capacity Planning | Jira | Microsoft Office/Excel | Google Workspace  
Transformation experience includes Capgemini Target Operating Model/HR transformation, Lean Six Sigma improvement work at IBM Daksh and MegaaOpes, and workflow and governance improvements across operations and account management.

## EDUCATION & CERTIFICATIONS

- PGDM – Digital Marketing, Purdue University via Simplilearn | B.Com, Ashcroft University
- Diploma in Tool & Die Making, Government Tool Room and Training Centre
- Lean Six Sigma Green Belt | Lean Six Sigma Yellow Belt | PRINCE2 Project Management | Certified Scrum Master | Salesforce CRM | Power BI | Business Intelligence | Jira | Generative AI & Prompt Engineering training

## INTERNATIONAL & INDUSTRY EXPERIENCE

BFSI and customer operations supporting HSBC UK Credit Card Collections, Lloyds TSB UK Collections (IBM Daksh), Capital One US Customer Service (Mphasis), Dubai Properties Collections (ACW Holdings) and US automotive customer service (Gubagoo). Experience across India, the UK, the US, the UAE and international delivery environments.