



Mamta Saraf
Deputy General Manager
Tata Business Excellence Group

As Deputy General Manager at Tata Business Excellence Group, Mamta Saraf is responsible for leading and delivering Diagnostic and Improvement Projects for Tata group companies in the area of Customer Driven Excellence (CDE). Since joining TBExG, Mamta has worked with companies like Tata Housing, Tata Motors and Tata Teleservices in projects spanning Voice of Customer, Customer & Product Lifecycle Process Management, Customer Service Delivery, Customer Centric Culture Study, Dealer Management and Customer Experience Design.

With a Master's degree in business management and a diverse career spanning 15 years, Mamta has worked with reputed organisations like Tech Mahindra and Times of India, and has also founded two start-ups. Prior to joining TBExG, Mamta co-founded a boutique management consulting firm which focused on business advisory and implementation support services for corporates, and small & medium businesses. Mamta worked with clients as a business advisor, helping them enhance business performance through improvement projects. She led consulting assignments across retail and service sectors and in healthcare, logistics, and media.

Mamta's areas of work included strategic planning and validation for organisational growth, customer experience design, voice of customer analysis, customer strategy and value proposition development, enhanced customer engagement, sales effectiveness, and service excellence. She helped companies through diagnostic interventions, implementation road-maps, pilot projects, etc.

At Tech Mahindra, Mamta led the Brand Strategy program, working with the Leadership team on change initiatives for building a strong Services and Employer Brand. She created and program managed the 'Thought Leadership Work Group' - a cross functional team of visionaries responsible for operationalising the Vision and Brand strategy across the business. Prior to that, Mamta worked with the Times of India, where she was responsible for the brand development, marketing and sales for a newly launched program in one of the markets. This business delivered a tenfold growth in a year, capturing the regional market where it was launched.

Mamta started her career, while at college, when she started a manufacturing and export unit. She scaled the business rapidly over just three years. Being a start-up, Mamta worked across functions and roles, establishing processes required to deliver business effectively for this quantum growth. Mamta has been an entrepreneur and business advisor with a focus on building businesses and a strong flair for execution. She is passionate about business strategy, customer experience design, innovative business models, start-ups, organisation capability building & culture, digital technologies and the internet of things.

msaraf@tata.com

Cell: +91-99201 62402