

Contact

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Top Skills

SAS

Credit Risk

Business Intelligence

Languages

English (Native or Bilingual)

Japanese JLPT N2 (Professional Working)

Spanish (Elementary)

Certifications

Associate, Life Management Institute

Maruti Pai

MetLife - Sales strategy and digital transformation | Analytics and BI | IESE MBA | LBS MBA exchange | Japanese JLPT N2

Tokyo, Tokyo, Japan

Summary

Graduated from the first cohort of MetLife's Global leadership development program which is a fast-track talent development program with three international assignments of 18 months each to build a pipeline of future General managers at MetLife. International background and cultural adaptability having studied/worked in Barcelona, Madrid, London, Dubai (EMEA HQ) and have been based in Tokyo for the last 7 years.

Domain: Insurance/Retail banking (~12 years)

Skillset: Distribution strategy and digital transformation/Analytics/BI

Japanese JLPT N2 level

Experience

MetLife

9 years 5 months

Head of Data and Analytics (MetLife Japan)

June 2022 - Present (6 months)

Tokyo, Japan

Assistant Vice President - Sales Analytics and digital transformation (MetLife Japan)

April 2018 - July 2022 (4 years 4 months)

Tokyo, Japan

- Developed Analytical/BI platform which enabled sales function to utilize data derived facts to formulate strategy to increase sales and value. Ensured execution success by leading end to end solution delivery and bridging the gap between sales field and Data/Technology functions. Project secured MetLife Japan Award from CEO recognizing the contribution of this initiative to the business.

- Defined roadmap and delivered Sales 360 data model which connects Agent level data across Sales, SFDC, Proposals, Customer and Commissions data dimensions. Data model scope covers both Captive Agency and Independent Agency sales channels
- Led digitalization of insurance sales funnel by developing easy to use digital tools which enabled front line to conduct needs analysis, customer consultation and application closing process online
- Currently leading 8 member sales reporting team which is responsible to provide both HQ/Front line colleagues with reports/analysis to track sales performance effectiveness
- Delivered training programs and sales dashboard user manuals which have helped achieve 70%+ monthly active ratio among user base with high levels of engagement with the solution

Director - Distribution Strategy Group (MetLife Japan)

February 2015 - March 2018 (3 years 2 months)

Tokyo, Japan

Rotation 2 and 3 - Global Leadership Development Program

- Improved the marketing spend efficiency of Direct TV response sales channel (~\$40M USD in annual marketing spend) by ~20% by providing recommendations based on newly introduced TVSquared analytical attribution platform. Helped drive change management in transitioning from cost/audience reach metric to cost/customer response metric to optimize marketing spending
- Led analytical workstream in compensation redesign project for independent sales agencies (~50% of annual sales). Analyzed weakness of current compensation structure and calibrated new scheme balancing dimensions such as compensation efficiency, competitive positioning and achieving front line buy in
- Developed BI dashboard and led deep dive analysis to surface issues in the joint selling business model (Direct channel generates leads and Captive agents consult and close) and provided recommendations to drive increased conversions

- Established new sales review process with revamped structure, KPI content customized by sales channel which helped provide greater business performance visibility to senior leadership
- Led business updates process on behalf of sales function and conducted analytical deep dives on key business issues for senior leadership team based in MetLife Japan and Asia

Director - Customer Experience (MetLife EMEA)

July 2013 - February 2015 (1 year 8 months)

Dubai

Rotation 1 - Global Leadership Development Program

- Conducted customer journey mapping and closed loop voice of the customer workshops in several MetLife EMEA markets such as Turkey, Hungary, Bulgaria, Cyprus, Slovakia and Saudi Arabia
- Analyzed customer claims data and led implementation of several initiatives in MetLife UAE which resulted in improving Claims TNPS score from -2 to +19
- Planned and delivered customer centricity awareness day across 31 EMEA countries in Q4 2013

Banco Santander

MBA Summer Associate, Global Banking and Markets

July 2012 - September 2012 (3 months)

Madrid

HSBC

3 years 2 months

Assistant Manager-Credit Risk Analytics

April 2011 - July 2011 (4 months)

Business Analyst-Credit Risk Analytics

May 2010 - March 2011 (11 months)

Business Analyst- Marketing Analytics

June 2008 - April 2010 (1 year 11 months)

Tata Consultancy Services

Analyst - Business Intelligence Centre of Excellence

October 2006 - June 2008 (1 year 9 months)

Education

IESE Business School - University of Navarra

MBA, Business Administration and Management, General · (2011 - 2013)

London Business School

International MBA Exchange Program · (2012 - 2012)

Visvesvaraya Technological University

BE, Computer Engineering · (2002 - 2006)