



# Gibsy Antony

Senior Manager – Operations & Services

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East Riffa, Bahrain

## PERSONAL PROFILE

Accomplished senior manager with over 10 years of rich and knowledgeable experience in delivering outstanding operations and customer services to Fortune 500 customers by managing 50+ associates, and collaborating across multi-cultural global workforces. I trust I have the knowledge and skills to retain customers and deliver significant results to both internal and external stakeholders.

## CORE SKILLS

Communication

Business/Data Analytics

Product and People Management

Customer Engagement/Retention

Process Improvement

MS Office

Social/Traditional Media

Project Management

Six Sigma Process – Yellow Belt

## CAREER SUMMARY

April 2017 - date

**Intrado Digital Media (West Corp.)**  
Senior Manager

### *Outline*

Reporting to the Senior Director, I lead a team of 5 managers and 50 associates overseeing all areas of client delivery services for the Media Insight & Analytics team, which is responsible for providing media coverage and insights to clients in a consumable format. I am also responsible for managing the overall development of the production team, create customer relationship strategies and manage projects listed under me.

### *Key Responsibilities*

- Ensuring 1000+ client deliveries are done each month with highest quality standards
- Anticipate customer needs and ensure proper communication channels are maintained for seamless information flow
- Assess at-risk customers and look for ways to retain them with allocated budget
- Responsible for answering, scoping and solving customer queries on daily deliveries

- Ensure proper identification of talent across teams and spend time to coach, build and empower next-gen leaders
- Involved in weekly conferencing calls with global teams to bring down customer churn rate
- Continually learn and deploy best customer practices and internal standards to ensure high customer service quality
- Adopt departmental plans and priorities to address resource and operational challenges
- Coordinate financial and budget activities for maximum operational efficiency
- Ensure best processes are present and continually revised when it comes to People, Product & Process, with less waste and maximum efficiency
- Spearheading the ‘Client Engagement’ team which aims to move all customers within the Media Intelligence and Analytics team to being ‘highly engaged’ and thereby reducing the customer loss rate YoY
- Continually aim to deliver strategic marketing solutions designed to profitably retain customers
- Review performance data with KPI to monitor productivity, goal progress and activity levels of both team members and customers
- Responsible for conducting employee townhalls, monthly meets, 1-1s, Weekly and Monthly Business Reviews, Performance Appraisals with Oracle HCM, and deciding/planning employee compensation budgets, promotions etc
- ABCD: Editor for the site newsletter ‘Nanjil Nuggets’ that is rolled out every quarter in-house. Also oversee and chair the Women of Intrado (WIN) network chapter for the site in addition to being the ASHC committee head, which deals with anti-sexual harassment at workplace

### *Achievements*

- Picked as one of the two ‘Most Inspiring Women’ by Sylvie Harton, SVP of Global Strategy, Intrado in 2019
- Won the NASDAQ CEO silver award for outstanding customer focus and initiatives
- ‘Exceptional’ performer for 2019 during annual review of performance
- Managed the team that had the most and unique customer engagements
- Designed and implemented ‘Customer Engagement Quadrant’, which resulted in a 20% increase in customer retention YoY
- One of the top ‘RESPECT’ managers who displayed promising results for the “Employee Engagement Survey” held in 2018
- Won company-wide recognition for the Nanjil Nuggets (volume 4 and 5 edition) release that was based on ‘Empowerment’ and the struggles of working women respectively

**Jan 2011 – Mar 2017** **Thomson Reuters/Nasdaq** (Thomson was acquired by Nasdaq in 2014)  
**Manager**

### *Outline*

Responsible for managing projects worth 1.5M and developing 20+ associates

### *Key Responsibilities*

- Lead successful planning and execution of projects
- Build strong client relationships, internal networks and play a significant part in employee development
- Develop materials for and participate in the delivery of presentations to external stakeholders during executive visits
- Effectively manage engagement teams and mentor and develop junior members
- Identify opportunities wherever possible with customers and flag to customer service team
- Develop process and talent by close coaching, delegation, supervision and by organizing internal technical meetings

### *Other experiences:*

- Served as a contractual business consultant and auditor to AT Broadband, a start-up broadband internet service provider from 2018 to 2019
- Associate Research Analyst | RedEgg InfoExpert | Feb 2010 to Jan 2011
- Worked for 3 months in NRRS as a student counsellor during 2008

## **EDUCATION**

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- **Master in Business Administration (MBA)** – 2012 to 2014  
Anna University, India
- **Bachelor of Engineering (BE)** – 2004 to 2008  
Electronics and Instrumentation  
Anna University, India

## **LANGUAGES KNOWN**

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- **English** | Expert
- **Hindi** | Beginner
- **French** | Beginner
- **Tamil** | Mother Tongue

## **References available on request**

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