Anitha Devaraj

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Professional Summary

Versatile and performance-driven professional with 15+ years of multi-domain expertise across Human Resources, Administration, Operations, and Executive Leadership Support. Known for building agile HR ecosystems, leading pan-India administrative infrastructures, optimizing logistics for global maritime operations, and supporting C-level leadership in high-impact environments. Combines strong leadership and organizational acumen with a hands-on approach to process transformation, statutory compliance, and cross-functional collaboration. Adept at navigating fast-paced global contexts while delivering people-first, technology-driven results.

Core Competencies

- **Strategic HR Leadership & Workforce Planning**
- **Talent Acquisition, Onboarding & Retention**
- **Performance Management (OKRs/KPIs)**
- **HR Compliance (PF, ESI, Labor Laws, Audits)**
- **Learning & Development (TNA & ROI)**
- **Administrative & Facility Operations (Pan-India)**
- **Global C-Suite & Board Support**
- **Calendar, Travel & Executive Project Management**
- **Maritime & Cruise Logistics (River/Ocean)**
- **Procurement, Vendor & Budget Management**
- **HRMS, ERP, SAP Concur, Zoho, D365 Integration**
- **Crisis Management, Business Continuity, EHS**

Experience

Manager – Administration / HR & Executive Assistant – Founder's & CEO | 06/2023 - Current

Uma Consumer Products Pvt Ltd - Chennai, India.

Administration:

- Established India operations with end-to-end infrastructure and vendor setup.
- Managed PAN-India admin functions including transportation, facility services, and vendor management.
- Oversaw payroll, travel claims, and logistics for 300+ sales officers.

Human Resources:

- Implemented comprehensive HR policies, HRMS tools, and digital onboarding workflows.
- Developed engagement and recognition programs, doubling retention rates.
- Spearheaded PMS and OKR frameworks, improving department-level performance.
- Coordinated TNA and delivered leadership and soft-skills training initiatives.
- Handled end-to-end statutory compliance and audit readiness.
- Partnered with consultants to align compliance across state and central labor laws.
- Onboarded over 280 officers across Karnataka, Telangana, and Maharashtra independently.
- Conducted warehouse labour audits, organized emergency drills, and ensured zero non-compliance.
- Ensured statutory payments and return filings were on time.

Executive Assistant:

- Provided full-spectrum support to CEO and senior leadership for strategic planning and operations.
- Managed executive calendars, global travel, visa processing, and stakeholder communication.
- Coordinated investor presentations, board reviews, and high-stakes leadership events.
- Acted as a communication bridge across departments and external stakeholders.
- Export Operations:
- Handled export documentation, freight coordination, and compliance under Advance Authorization.
- Led export supply chain optimizations to reduce lead time and streamline customs clearance.

OPERATIONS LEAD | 01/2022 – 05/2023
RedBlack Tree Technologies Pvt Ltd - Chennai, India.

- **Logistics & Shipping Operations:** Orchestrated end-to-end shipping logistics for global cruise lines, including river and ocean-bound vessels, ensuring seamless cargo flow, documentation accuracy, and port clearance compliance across international borders.
- **Vendor & Freight Management:** Led contract negotiations and strategic partnerships with freight forwarders, shipping agents, and port authorities to optimize routes, reduce demurrage costs, and enhance service-level agreements (SLAs).
- **Procurement & Inventory Optimization:** Managed procurement cycles for high-value marine equipment and on-board supplies; implemented just-in-time purchasing strategies to streamline warehouse inventory for cruise operations.
- **Accounts Payable & Budget Control:** Oversaw vendor payments and cost controls for logistics and supply chain budgets, ensuring timely disbursement, compliance with tax regulations, and reduction of invoice processing cycle by 30%.
- **Regulatory Compliance:** Ensured adherence to international maritime logistics standards (e.g., IMDG, SOLAS, ISM codes) and customs documentation protocols for cruise shipping.
- **Cross-Functional Coordination:** Collaborated with marine engineers, port planners, and supply chain teams across geographies to meet sailing schedules and cargo timelines with zero disruptions.
- **Process Optimization & Reporting:** Deployed data-driven dashboards and shipment tracking systems to improve turnaround time (TAT), drive route efficiency, and support leadership in operational decision-making.

SENIOR ADMINISTRATION EXECUTIVE | 08/2013 - 01/2022
Hafele India Pvt Ltd - Chennai, Tamil Nadu,

- **Regional Facility Management:** Spearheaded end-to-end facilities administration across South Indian branches including Chennai, Bangalore, Hyderabad, and Kochi. Oversaw office setup, lease agreements, maintenance contracts, and AMC renewals to ensure smooth daily operations.
- **HR Operations:** Deployed SAP Concur and Zoho for reimbursements, streamlining claims for 600+ employees. Supported HRBP for employee engagement, grievance redressal, and training coordination. Played a key role during COVID-19 in transitioning to hybrid work and ensuring safe workplace continuity. Administered HR onboarding for regional staff, maintained employee documentation, and monitored HRIS accuracy for South zone. Assisted in rolling out internal HR communications, recognition programs, and cross-functional HR operations support. Coordinated employee transfers, performance tracking updates, and compliance documentation under HR leadership.

- **Team Leadership:** Led a 12-member administration and support staff team across South India. Mentored and trained junior admins, ensuring compliance with SOPs and upholding organizational standards.
- **Workplace Health & Safety:** Implemented EHS protocols, including regular fire drills, safety audits, health checkups, and sanitation drives—ensuring alignment with ISO and internal audit standards.
- **Vendor & Contract Management:** Evaluated and onboarded vendors for office infrastructure, pantry services, housekeeping, and security. Managed SLAs, service quality, and cost optimization across multi-location offices.

- **Asset & Inventory Control:** Maintained accurate records of IT assets, office furniture, and consumables. Reduced procurement costs by 20% through bulk negotiations and centralized purchase systems.
- **Travel & Logistics Coordination:** Managed business travel for 600+ field and regional employees, including bookings, itineraries, visa support, and expense tracking. Integrated SAP Concur and HRMS tools for seamless reimbursements.
- **Budgeting & MIS:** Assisted in annual administrative budgeting and maintained monthly MIS reports for operations cost, utility consumption, and resource allocation.
- **Crisis & Business Continuity Management:** Played a key role in facility readiness and remote work transition during COVID-19, including sanitation measures, IT provisioning, and workplace restructuring.

Leadership & Key Strengths:

- Trusted go-to leader for cross-functional coordination across Admin, HR, Finance, and Regional Sales teams.
- Known for a solution-oriented approach in high-pressure situations, delivering operational excellence and employee satisfaction.
- Recognized by leadership for driving efficiency, consistency, and a culture of accountability in regional operations.

ADMINISTRATIVE SECRETARY | 05/2011 - 07/2013

Vision India Pvt Ltd – Chennai.

- **CXO-Level Support:** Delivered full-spectrum administrative and operational support to senior leadership including CEO, department heads, and investors. Maintained absolute discretion in handling confidential business materials.
- **Stakeholder & Meeting Coordination:** Scheduled and facilitated high-level meetings with stakeholders, clients, and cross-border partners. Managed agendas, documentation, and follow-up actions to ensure alignment and execution.
- **Executive Travel & Expense Management:** Planned and executed intricate travel itineraries for CXOs including flight bookings, visa processing, hotel arrangements, and real-time adjustments.
- **Office of the CEO Operations:** Functioned as a bridge between the CEO's office and internal departments, driving operational clarity and timely task completion.
- **Decision Support & Project Tracking:** Provided tracking for priority projects and supported execution by following up with internal teams, creating executive dashboards, and highlighting key metrics.

FRONT OFFICE EXECUTIVE | 04/2008 - 05/2011

CMS Infosystems - India

- Directed clerical tasks including copying, faxing and file management.
- Handled communications systems.
- Adhered to security requirements by screening visitors, updating logs and issuing temporary passes.
- Provided bookkeeping of important files.
- Welcomed guests and clients in friendly, positive manner.

Education

University of Petrochemicals & Energy Science - Dehradun, | Executive MBA
Supply Chain, 2021

Anna University - Chennai, TN, | Bachelor of Science
Science, 2008