

# LEROY R. FERRAO

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## Summary of Skills and Accomplishments

- **Placement Manager:** 5+years in Kotak Educational Foundation Unnati Livelihood Project
- **Placement Skills:** Organized Campus placements for 5000 aspirants over the period.
- **Networking Skills:** Built from Zero and maintained more than 1000 relationships of KEF.
- **Relationship Skills:** Leveraged Train the Trainers, Guest lectures, field visits & paid OJT.
- **Coaching/Training Skills:** Coached, trained & transformed thousands of students.
- **Curriculum Development Skills:** Developed a curriculum with Industry experts.
- **Marketing & Selling Skills:** Met 100% sales targets selling Bajaj, Reebok & Adidas brands
- **Entrepreneurship skills:** Established three start-ups with diverse businesses successfully.

## Experience

### Self Employed@Leroyferrao.com, Coachtheworld.com & Urbanpro.com From July-2017-Present.

- Nearly 30 years as Coach, Trainer, Speaker & Mentor
- Coaching for individual, and organization clients like Khadi Bhandar Udyog etc.
- Impacted more than 50,000 lives.
- Online and offline training of Personality Development, English& Public Speaking.
- English Master Coach for CBSE, IGCSE, ICSE & Maharashtra Board.
- Coach for Let's Speak English Academy
- Blogger for [www.leroyferrao.com](http://www.leroyferrao.com), [Quora.com](https://www.quora.com/), [Linkedin.com](https://www.linkedin.com/), [Facebook](https://www.facebook.com/). etc.
- Organizer for Live Events, Workshops, Webinars, Online Courses,
- Moved into Crisis Coaching during the pandemic and built my website.
- Nearly finished writing an E-book which will be published on Amazon.

### Proprietor at Leroy's Distribution Network. From Feb 2014- June 2016.

- Distributor of food products of Hindustan Lever, Nestle, Fun Foods, Imported, etc.
- Over 100 clients from Mumbai.
- Turnover in lakhs.

## **Corporate Networking- Manager, Kotak Education Foundation (KEF). From July 2007 – May 2013.**

Joined as Retail Sales Trainer, got promoted as Centre- Coordinator and moved up the ladder as Manager – Corporate Networking.

### **Achievements**

- A competent professional with over 25 years of experience in Sales & Marketing Client Relationship Management and Placement Manager with proven records.
- Achieved Campus placement of more than 5000 aspirants in a year in Retail (Trent, Future Group, Reliance Retail), Hospitality (Taj, Grand Hyatt, McDonald's) and ITES (TCS, Pamac, Wipro)
- Achieved a well-connected and successful corporate HR network of more than 1000 companies, NGO's and Government Agencies.
- Created a curriculum of Retail Sales for the Retail Domain.
- Headhunted people for the recruitment of KEF.
- Successfully started and operated Kotak Unnati centres.
- Successfully mobilized target numbers in Tara, Bandra and Goregaon centres.
- Initiated in-kind donations from Companies like Wockhardt, Heinz, Crossword etc.
- Engaged in market research for the livelihood project.
- Mentored Kotak Unnatti facilitators and trained them for induction.
- Achieved flagship placements in Retail, Hospitality and ITES with highest salaries.
- Organized corporate and NGO meet for collaboration and support of the project.
- Achieved MoU's with corporates like TATA, TAJ etc for adding value to the project.
- Responsible for holding Job fairs and career counselling events for aspirants.
- Responsible for outsourcing training companies when in-house trainers were limited.
- Tie-up Hospitality Training Institute for the Hospitality Domain Shoppers Stop for Retail.
- Achieved Campus placement with spot appointment letters for aspirants
- Joined HR groups to network for the successful placement of KEF aspirants.
- Trained and mentored the facilitators and aspirants.
- Designed training programs and curriculum for domains.
- Managed the placement of 10 centres of KEF in Mumbai with about 2000 students.
- Conducted post-placement surveys.  
Negotiated hard with employers to secure a better quality of jobs & working conditions.
- Identified new domains I through scanning the market for employability potential.
- Collaborated with Companies like GOLI for entrepreneurship program for KEF aspirants.
- Took an internal transfer to SEP intervention for one year and added value to KEF
- Introduced stipend paid OJT with certifications and apprentice programs for aspirants

## Asst. Manager –Sales, Suryoday Motors Pvt. Ltd. From March 2006- May 2007

- Achieved 100% sales targets of Bajaj motorcycles.
- Managed and supervised all customer complaints to their satisfaction.
- Managed operations of showroom and service

## Shiloh Digital Studio, Goa. (Family Business) From July 1999 to February 2006

- Introduced Digital Photography and Computer Graphics.
- Tie-up with Kodak as a network member.

## Manager- Distribution, Pinto Trade Links International. From May 1997-99

- Managed the distribution as a one man show for entire Goa.
- Met all targets of the organization.
- Managed showroom operations in Goa.

## Community Service

- Volunteering for a Global Educational Organization from the US in Public Speaking, Coaching & Marketing from November 1988 till date.

## Education

### Goa University

Years 1992– 1995

- **BCOM (Accounts, Auditing and Taxation)** as specialization.
- **Certifications:** Nearly 300 certifications in Soft & Hard Skills.

Years 1996-2021

## Additional Information

- **Skills:** Leadership, Presentation, Microsoft Office, Persuasive, Relationship building, etc.
- **Languages:** English (Fluent), Hindi (Conversational) and Konkani (Native)
- **Interests:** Blogging, Website Designing, Travelling, Reading, Online Learning & Teaching.
- **Personal:** DOB 17/03/1974, Indian, Healthy, Married, Spouse Employed.

Place: Mumbai.

