

LP

Laxman Pednekar

SENIOR OPERATIONS & STRATEGY LEADER · FINTECH ·
EDTECH · BUSINESS SYSTEMS

CONTACT

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CORE SKILLS

Operations Strategy

Crisis Management

Process Re-engineering

Team Leadership

Business Development

Financial Market Analysis

Digital Transformation

Brand & Creative Direction

INDUSTRIES

FinTech EdTech Forex Exhibitions

Community Telecom

TOOLS & PLATFORMS

MT4 / MT5 CRM Systems CCAvenue API

Meta Ads Adobe Suite MS Office

AI Tools Canva

LANGUAGES

Hindi — Native Marathi — Native

English — Professional

EXECUTIVE SUMMARY

Strategic operations leader with **12+ years of cross-industry experience** in FinTech, EdTech, Exhibitions, and Community sectors. Known for stepping into complex, high-pressure environments and building the systems, processes, and teams needed to scale. Equally effective at the strategic and execution layer — from restructuring backend operations and CRM architecture to managing cross-functional teams through organizational crises. Core strengths include operational transformation, process re-engineering, digital system integration, risk management, and business development. Currently driving operations and growth at WealthGenics Educart Pvt. Ltd. and Vinnexia Capital, with a track record of compressing multi-day turnaround cycles to hours and building data systems from zero budget.

CORE COMPETENCIES

Operations Management	Crisis Management	Process Re-engineering
Business Strategy	CRM Architecture	Digital Transformation
Team Coordination	Forex Market Analysis	Risk Management
IB / Affiliate Network Ops	Event & Exhibition Mgmt	Branding & Creative Direction
Workflow Automation	Training & Capacity Building	Reporting & Analytics
Stakeholder Management	Business Development	AI Tool Integration

PROFESSIONAL EXPERIENCE

Manager & Strategic Operations Lead

2022 - Present

WealthGenics Educart Pvt. Ltd. EdTech · FinTech

- Own end-to-end business operations — from strategy design and new offer development to full execution across departments; serve as **first escalation point** during organizational crises.
- Rebuilt operational workflows and CRM systems from the ground up; **reduced task completion cycles from 4-8 days to 4-6 hours** through process automation and structural re-engineering.
- Manage cross-functional coordination across social media, admin, customer care, and marketing teams; set performance targets, allocate resources, and ensure execution quality.
- Lead event operations end-to-end — public anniversaries, large-scale exhibitions, company functions — managing logistics, vendor coordination, and on-ground delivery.
- Designed a **zero-budget digital attendee management and data-capture system** for a high-footfall anniversary event, replacing the prior manual process entirely.
- Oversee CRM release cycles, daily payout processing, technical troubleshooting, and vendor onboarding for customer care automation.
- Drive payout model restructuring every 3-6 months — recalculating commission structures, updating strategy parameters, and rebuilding affected processes end-to-end.



EDUCATION

Bachelor of Science (B.Sc.)

BAMU University, Maharashtra

Master of Business Administration (MBA)

Manipal University, Jaipur (Appeared)

CERTIFICATIONS

- Certified Career Coach (CCC)
ICCC Certification
- Certificate in Financial Markets & Analytics
Professional Certification

DOMAIN EXPERTISE

- Forex market structure & trading systems
- Network marketing operations
- Education platform architecture
- B2B exhibition management
- Payment gateway integration
- Affiliate / IB network management
- SIP & equity portfolio management
- AI-assisted content & automation

BEYOND THE RESUME

Marathon runner & adventure trekker. Applied psychology frameworks to leadership & trading education. Actively integrates AI tools into operational workflows. Deeply values cultural grounding, systems thinking, and long-term impact.

Senior Business Analyst & Operations Strategist

2022 - Present

UltraTrend Forex / Vinnexia Capital Forex Brokerage

- Drive trading analysis, market research, and competitor intelligence to inform directional decisions in a high-velocity forex environment.
- Coordinate with development and CRM teams on backend system management, API maintenance, and technical workflow optimization across MT4/MT5 environments.
- Manage IB (Introducing Broker) operations including account creation, rebate structures, spread-share configuration, and multi-tier commission tracking.
- Build and maintain performance reporting structures; monitor trader and marketing KPIs, assign corrective targets and incentive structures.
- Identify and manage high-risk trading behavior; make informed risk decisions on flagged accounts.
- Design and deliver training programs for IBs, traders, and marketing teams on financial products, platform navigation, and compliance expectations.

EARLIER EXPERIENCE

Founder & Operations Lead

2023 - 2024

MarketGuruCool Academy EdTech Venture

- Independently set up and ran a financial education platform — handling strategy, content coordination, Meta ad campaigns, and lead closure as a solo operator.
- Hosted online seminars, coordinated media production, and managed the full customer lifecycle from acquisition through conversion.

Business Development & Exhibition Manager

2018 - 2022

SK Groups B2B · Exhibitions

- Scaled the business from local Mumbai operations to pan-India presence; completed 2 international exhibition projects.
- Managed the full B2B sales cycle: lead generation, client meetings, requirement mapping, proposal delivery, deal closure, and payment collection.
- Coordinated exhibition stall fabrication, onboarded vendors in new cities, and ensured end-to-end event delivery across geographies.

Community Outreach & Operations Lead

2016 - 2018

Siddhivinayak HealthCare Trust Social Sector

- Managed health camp execution end-to-end; delivered **5x the assigned outreach target**.
- Identified high-potential field officers and equipped them to lead independent teams.

Customer Service Associate — Pace Winner

2013 - 2016

Andromeda / Reliance Communications Telecom BPO

- Recognised as **Pace Winner within 6 months** — consistently delivered 300-500% above defined performance benchmarks.
- Built SOPs and calculation systems that improved floor-wide consistency and reduced handling errors.



SIGNATURE ACHIEVEMENTS

Operational Turnaround Compressed task completion from 4–8 days to 4–6 hours at WealthGenics through process redesign and automation — no additional headcount.	Zero-Budget Innovation Designed and deployed a fully digital attendee management system for a high-footfall company event at zero cost, replacing manual paper processes.
Crisis Ownership Independently maintained full operations, financial continuity, and team stability during a critical organizational crisis — enabling leadership breathing room.	Market Expansion Scaled SK Groups from single Mumbai location to national footprint with successful completion of 2 international exhibition projects.
Pace Winner — Reliance Achieved 300–500% above performance benchmarks; earned company-wide recognition as Pace Winner within the first 6 months on the floor.	Community Impact Delivered 5× the assigned target in public health outreach, while building field officer capability to independently lead teams.

TOOLS & TECHNICAL CAPABILITIES

Trading Platforms	MT4 / MT5, IB network management, AML monitoring, rebate and commission architecture
CRM & Payments	CRM system design and management, CCAvenue API, UPI integration, payout processing workflows
Creative	Adobe Creative Suite (Photoshop, Illustrator), Canva, UI/UX direction, visual brand systems
AI & Automation	ChatGPT, Claude, Midjourney, Runway, prompt engineering, AI-assisted content and operational workflows
Marketing	Meta Ads Manager, performance reporting dashboards, campaign management, market research

LEADERSHIP PROFILE

- 01 Crisis-first operator.** Consistently trusted as the first call when things break — provides immediate triage while building permanent structural fixes in parallel.
- 02 Dual-layer thinker.** Operates effectively across strategy and execution simultaneously — comfortable in founder-level conversations and floor-level problem solving in the same day.
- 03 Systems builder.** Builds processes that outlast the individuals running them — documented workflows, automation layers, and trained teams that reduce single-person dependency over time.
- 04 Cross-domain adaptability.** Proven across 5+ industries with minimal ramp-up — adapts fast by identifying the operational core beneath domain-specific surface differences.
- 05 Creative-analytical balance.** Equally capable of directing a brand visual system and restructuring a payout commission model — a rare blend that adds leverage in lean leadership teams.

AVAILABILITY

Open to Senior Operations, Strategy, Business Leadership & Growth-focused roles. References available on request.