RIZWAN FASAL

Startup Business Leader | Regional Business Head | Tier 1 MBA

₹15 Cr+ P&L · 9-City Operations · 50+ Team · Unicorn Scale-Up & 0-to-1 Builder

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Bangalore, India

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Professional Summary

Startup business leader with 9+ years of experience building and scaling businesses across SaaS, technology and healthcare ventures, from a unicorn (NoBrokerHood) to an equity-based, founder-led startup (Risavi Medicare). Scaled a regional P&L to **₹15 Cr+**, led **50+** cross-functional professionals across **9 cities**, and delivered **20%+** profitability improvement, **12%** NRR growth and **18%** CLV growth.

Grew from City Head to Zonal Head to Regional Business Head at NoBrokerHood, scaling ownership from one city to a 6-city ₹9 Cr+ zone and then a 9-city ₹15 Cr+ region. Built operations from zero at Filing Samadhan and Risavi (25 hospital partners, 10 international patients, ~250 leads a month), partnering directly with the founder on strategy, GTM and P&L.

Career Timeline

1. May 2025 – Sep 2026
   Business Head – Business Building & Operations
   Risavi Medicare | Bootstrapped Healthcare Startup

2. Apr 2023 – Apr 2025
   Regional Business Head – Business Operations & Account Management (9 Cities)
   NoBrokerHood | Unicorn SaaS Startup

3. Jan 2022 – Mar 2023
   Zonal Head – Business Operations & Market Expansion (6 Cities)
   NoBrokerHood | Unicorn SaaS Startup

4. Apr 2020 – Dec 2021
   City Head – Business Development, Business Operations & Account Management
   NoBrokerHood | Unicorn SaaS Startup

5. Dec 2017 – Mar 2020
   Operations, Account Management & Business Development Lead – US Market
   Filing Samadhan

6. Feb 2017 – Oct 2017
   State Market Controller (Internship) – FMCG
   Medimix (Cholayil)

7. May 2012 – May 2015
   CA Articleship
   Grant Thornton

Key Numbers

₹15 Cr+ annual P&L owned

9 cities led

50+ team members led

2,000+ accounts managed

+12% net revenue retention

+18% customer lifetime value

Core Competencies

- P&L Management
- Multi-City Operations
- Zero-to-One Business Building
- Founder & Stakeholder Partnership
- Enterprise Account Management
- Customer Retention & Renewals
- Revenue Growth & Expansion
- Upsell & Cross-Sell
- Market Expansion & GTM
- RevOps & Executive Reviews
- Vendor & Partner Management
- Team Building & Coaching
- Change Management
- AI Workflow Automation

Education

Global MBA
University of Strathclyde, Glasgow, UK
2015 – 2016

B.Com
University of Madras, Chennai
2009 – 2012

Certification

CA Intermediate (ICAI)

Languages

English · Malayalam · Hindi · Tamil

Achievements

- **Best City Head**, 3 times, NoBroker: city-level P&L and enterprise account excellence.
- **Best Zonal Head**, 2 times, NoBroker: zonal operations, revenue targets and profitability growth.

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Work Experience

May 2025 – Sep 2026

Business Head – Business Building & Operations

Risavi Medicare | Bootstrapped Healthcare Startup (Equity Role) | Bangalore, India

- **Zero-to-One Build** – Built the business from scratch alongside the founder: website, CRM workflows, patient-handling playbook and a 5-member team.
- **Hospital Network** – Signed 25 hospital tie-ups to create the provider network for international patients.
- **Demand & Lead Management** – Managed Meta marketing lead flow of ~250 leads per month, with AI-assisted lead handling and automated CRM workflows.
- **Patient Delivery** – Brought 10 international patients to India for treatment, managing the journey end to end: inquiry, consultation, hospital coordination and follow-up.
- **Governance & GTM** – Owned P&L tracking, pricing and GTM for new services; set up SOPs, SLAs and KPIs and ran business reviews with the founder.

Apr 2020 – Apr 2025

NoBrokerHood (NoBroker)

Unicorn SaaS Startup | Bangalore, India | Best City Head (3x) and Best Zonal Head (2x)

Regional Business Head – Business Operations & Account Management (9 Cities)

Apr 2023 – Apr 2025

- **P&L Ownership** – Owned a ₹15 Cr+ annual portfolio across 9 cities; delivered 20%+ profitability improvement through governance and process optimisation.
- **Revenue Expansion** – Grew upsell and cross-sell contribution from 35% to 50% (Boom Barriers, RFID, VMS, smart society solutions), creating annuity revenue; negotiated high-value deals and renewals with RWAs, builders and facility management firms.
- **Customer Success** – Managed 2,000+ enterprise and mid-market accounts; increased NRR by 12% and CLV by 18% through structured renewal and expansion programmes.
- **Operational Excellence** – Led installation and service operations with SLA-driven delivery, maintaining 95%+ CSAT and 98% First Contact Resolution; streamlined the vendor ecosystem and reduced TAT and cost of service.
- **Team Leadership** – Built and led a PAN-India organisation of 50+ (Zonal Heads, City Heads, Operations Managers, Technicians); ran succession planning, incentive frameworks and performance scorecards.
- **Growth & Strategy** – Expanded to 9 cities via launch playbooks and CXO-level partnerships; drove RevOps with Sales, Product, Tech, Finance and HR; set up a Customer Advisory Board and quarterly EBRs.
- **Governance & Change** – Set up SLA/KPI governance with real-time dashboards on P&L, customer health and renewals; led adoption of new processes and tools.

Zonal Head – Business Operations & Market Expansion (6 Cities)

Jan 2022 – Mar 2023

- **P&L Ownership** – Owned a ₹9 Cr+ annual portfolio across 6 cities; improved profitability and productivity by 22% through process transformation, ERP adoption and workforce optimisation.
- **Operating Model** – Standardised operating models, governance and performance management; ensured operational readiness for market expansion.
- **Team & Analytics** – Led 30+ professionals including City Heads; built the leadership pipeline through coaching and succession planning; built executive KPI dashboards.

City Head – Business Development, Business Operations & Account Management

Apr 2020 – Dec 2021

- **Account Management** – Owned city operations for 100+ enterprise and mid-market customers with a 10+ member team; improved onboarding turnaround by 25%, reduced escalations by 20% and held 95%+ CSAT.

Dec 2017 – Mar 2020

Operations, Account Management & Business Development Lead – US Market

Filing Samadhan | New Delhi, India

- **Operations** – Built the US customer operations function from the ground up (onboarding, service delivery, support) with a 10-member team serving 100+ US taxpayers; owned revenue targets.
- **Retention** – Grew season-over-season recurring revenue by 25% and cut annual churn by 30% through structured renewal management, pricing discussions and customer health scoring.
- **Service Quality** – Resolved escalations within SLA with Product and Technology, holding 95%+ CSAT; introduced performance dashboards.

State Market Controller (Internship) – FMCG

Feb 2017 – Oct 2017

Medimix (Cholayil) | Chennai

- **Sales Performance** – Improved sales by 20% through territory planning, distributor engagement and structured market execution; supported state-wide demand planning and retail execution.

CA Articleship

May 2012 – May 2015

Grant Thornton | New Delhi

- **Audit & Compliance** – Statutory and tax audits, financial reporting, reconciliations and compliance reviews across multiple client engagements.