SIDDHARTHA GOENKA

Certified Financial Planner (C.F.P.), Chartered Wealth Manager (C.W.M.)

LinkedIn: https://bit.ly/3v4jhFW

Mumbai , Maharashtra , India

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SUMMARY

A seasoned trainer in BFSI domain with 14 years experience of training diverse age groups across sales teams , financial advisors ,sub-brokers, corporates , fintech, edtech and academics in various aspects of financial markets like capital markets , mutual Funds, debt markets, equity markets, equity derivatives, structured Products, PMS, life Insurance, financial planning and wealth management, various regulatory exams and Sales training. Experienced financial planner and wealth manager for middle class & HNI families with 5 years of experience.

PROFESSIONAL EXPERIENCE

1 Finance Pvt Ltd ,Mumbai – Assistant Vice President – Community Manager **Jan 2022 – till present**

(Joined in Marwadi Shares and Finance Ltd and transferred to 1 Finance Pvt Ltd)

- Collaborating with the team to build fees based financial planning fintech platform for qualified registered investment advisors (RIAs)
- Providing inputs to tech team on various aspects like partner journey & customer journey
- Collaborating with team for content for branding & promoting non-traditional approach to financial Wellness as a concept via webinars, events and social media
- Creating a community of Qualified Financial Advisors (as per SEBI RIA rules)
- Training the partners on the usage and benefits of fintech solution/
- Managing community of SEBI registered investment advisors (RIAs)

ICA Edu Skills Pvt Ltd, Kolkata – Academic Head – Financial Courses **Nov 2019 – Dec 2021**

ICA Edu Skills is one of the top leading vocational training & placement institutes in India since 1999. The organization aims to create sound and proficient professionals by equipping learners with industry relevant skills. ICA is also NSDC (National Skill Development Corporation) authorised training partner. Has more than 100 franchise training centres pan-India.

- Responsible for setting up new vertical for Capital markets training courses
- Creating and managing course content
- Conducting TTT (Train the trainer) for onboarding various trainers
- Managing pool of both internal and external trainers
- Training Management (pan india)
- Enabling students to become job ready in BFSI domain (Banking, life insurance, mutual funds, share market)

Kredent Academy, Kolkata – Senior Manager (Knowledge) **Oct 2016 – Oct 2019**

Kredent Academy, a IIM Alumini initiative started in 2008 , is a financial education institute with focus on capital market Courses which are certified by NSE Academy (National Stock Exchange Academy) , backed by India's ace investor Ramesh Damani & Kotak Mahindra Group. Courses are delivered both in classroom mode & online via education portal www.elearnmarkets.com.

- Responsible for conducting classroom trainings and online trainings (e-learning - live classes & webinars) on Capital markets, Fixed Income markets, Loans, Currency, Commodity, Mutual funds, Macroeconomics, Financial planning & Wealth Management
- Managing & developing course content on financial markets for both classroom training and online training - Power point presentations, Videos, Scripts, E-books / Guide books, Question Bank, Quizzes, Articles, Knowledge Snippets
- Providing support to Students by updating through Whatsapp and email on course related /allied current market and economic news/data , knowledge snippets and solving their queries to ensure their better learning
- Preparing videos for online pre-recorded courses (script & shooting)
- Training management
- Project "Kredent Money" (online financial planning app) – set up mutual fund structure using Morningstar research database

Regional Training Manager (East) – Edelweiss Broking Ltd **Dec 2013 – Oct 2016**

- Responsible for implementing training policy in the eastern region - covering 15 branches across West Bengal , Odisha , Jharkhand , Chattisgarh and Bihar.

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- Responsible for conducting trainings for various skill levels on derivatives – equity , currency, commodity - basics and advanced level , complex strategies on derivatives, cross-selling products like mutual funds , home loan, loan against shares, structured products of Edelweiss based on derivatives , life insurance , interest rate futures, reading equity research reports (fundamental analysis) , trading software , CRM software, business etiquettes ,client handling ,sales process and client objection handing , goal setting and time management.
- Preparing training calendar and managing training programs as per the training calendar. Training database management and preparing various training MIS reports.
- Provide training to all Sales and Dealing personnel. Also training sub-brokers (franchises) of Edelweiss Broking.
- Responsible for developing sales for new joinees & existing employees by handholding and coaching on job .
- Attending Train The Trainer (TTT) programs and weekly concalls.
- Undertaken “Margdarshan” - project for upskilling of under-achievers.

Consultant Trainer **Apr 2011 – Dec 2013**

Trained varied audience like freshers, housewives, Under-graduates, engineering graduates, MBAs, CAs , LIC Agents, IFAs (independent financial advisors), franchises (sub-brokers) and employees across East India for various organizations -

- Kotak Bank , Axis Bank, HDFC Bank, ICICI Bank, ICICI Securities, Stock Holding Corporation of India, Bajaj Capital, SMC Global, R.R.Finance, NJ Gurukul, Aditya Birla Money, ICICI Direct Centre For Financial Learning, Reliance Mutual Fund, HDFC Mutual Fund, ICICI Mutual Fund, Kotak Mutual Fund and Bombay Stock Exchange
- Broad topics delivered -- Mutual Funds, Financial Markets (Debt and Equity), Financial Planning, Asset Allocation, Personal Taxation, exam preparatory training for NISM-Mutual Fund Distributors VA module and Certified Financial Planner (C.F.P.) modules, Chartered Wealth Manager (C.W.M.)– level 1 and Financial Mathematics In MS Excel.

Executive Research Analyst, J.R. Laddha Financial Services (P) Ltd, Kolkata **Dec 2007 – Apr 2011**

The largest distribution house of mutual funds in West Bengal having an AUM of Rs.1100 Crores and managing the funds of many Corporates, Banks and HNIs in West Bengal and rest of India. Has offices in Mumbai, Pune, Hyderabad, Bangalore and New Delhi.

- Conduct research and also monitor the performance of the various schemes in mutual fund universe.
- Analyze, prepare reports and provide recommendations on a periodic basis – on debt markets and debt MF schemes, equity market and equity MF schemes and thematic/commodity schemes.
- Provide sales support as needed through regular updates in the form of notes on new / existing funds, on MFs and other industry relevant developments.
- Maintain internal database in terms of transcripts / products notes/ concepts / recommendation notes etc.
- Conduct periodic conversations with fund manager on the review and outlook on fund performance and positioning. In addition, maintain transcripts of conference calls with respect to review and outlook on markets (debt / equity/commodities).
- Attend conferences and fund manager meetings (in-house or otherwise).
- Editor for company’s monthly magazine “Money Guide “ - authoring , proof-reading & editing content on mutual funds and other relevant topics to be published like Equity Outlook, MF Talk, Hot Topic, Knowledge Capsule, Classroom, Happenings, Money Market Corner, Global Trends, Data Cruncher etc. The magazine helped in providing knowledge, generated revenue for the company and also assisted in Brand building.
- Responsible for designing and delivering training modules for sales team on mutual funds, financial markets and related concepts. Conducting weekly training session for sales team on variety of topics ranging from fixed income markets concepts & funds, equity market concepts & funds, returns analysis, fund analysis to macroeconomic scene, economic events like RBI’s policies and its impact on economy and in particular on fixed income markets , weekly market/ economic data discussion, and also Q&A sessions.

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Accountant, S.V. Agencies (P) Ltd, Howrah (West Bengal) **Sept.1998 – Dec 2007**

The company provides distribution services on pan West Bengal basis to many reputed pharmaceutical companies as distributors and C & F Agents.

- Accounting & taxation

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

Course	Institution	Year	Board /University
C.W.M (Chartered Wealth Manager)	American Academy of Financial Management,Delhi	2019	AAFM,USA
NISM (Equity Derivatives Exam)	National Institute of Securities Market (Estd. By SEBI)	2014	NISM
NISM (Certified Personal Financial Advisor Exam)	National Institute of Securities Market (Estd. By SEBI)	2012	NISM
NISM (Mutual Funds Distributors Certification Exam)	National Institute of Securities Market (Estd. By SEBI)	2012	NISM
NISM (Currency Derivatives)	National Institute of Securities Market (Estd. By SEBI)	2010	NISM
NCMP Level -1 (NSE's Certified Market Professional)	National Stock Exchange	2010	NSE
NCFM (Commodities Module)	National Stock Exchange	2010	NSE
C.F.P (Certified Financial Planner)	International College of Financial Planning, Kolkata (A sister concern of Bajaj Capital)	2008	Financial Planning Standards Board, India
AMFI (Advisors Module)	Association of Mutual Funds of India	2008	AMFI
NCFM (Derivatives Module)	National Stock Exchange of India	2007	NSE
NCFM (Capital Market Module)	National Stock Exchange of India	2007	NSE
IRDA (Life Ins.)	Insurance Regulatory Development Authority of India	2007	IRDA
B.Com	The Bhawanipur Education Society College, Kolkata	1998	Calcutta University
Class XII	Don Bosco School, Liluah	1996	ISC
Class X	Don Bosco School, Liluah	1994	ICSE

OTHER ACTIVITIES

- Provided fees based holistic 360 degree financial planning and wealth management service to 20 families from 2017 to 2021
- Provided training , content services to Kredent Academy , American Academy of Financial Management , NJ India Private Ltd and CIEL (Centre for Investment Education and Learning) from 2020 – 2021
- Pursuing from Jan 2022 - PG Diploma Course in Training & Development from Indian Society for Training & Development (ISTD), Delhi. This is the only trainer certification course recognized by Ministry of Human Resources, Govt of India. The Society is affiliated to the International Federation of Training and Development Organizations (IFTDO), Geneva.