SHRUTI BANDA
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EDUCATION

Massachusetts Institute of Technology, *Cambridge*   Aug'2015-Present
Master of Science in Management and Engineering, *Sloan School of Management & MIT School of Engineering*
- Developed a complete **B-plan** for a market-place to help restaurants source local farmers' organic produce.
- Analyzed Amazon employee data to predict access needs using statistical tools **R & python** for data mining.
- Built a web application (Group'em) to help K-12 teachers to effortlessly create and manage classroom groups.
- Built an **auto-cleaning** database that predicts missing values in a column using appropriate **machine learning** technique on remaining columns.
- **Teaching Assistant** (2015-17): Manage EDX platform by assisting students & creating content for the premier MIT SCX online course awarding 1,200 certificates with a total of +20K students enrolled from 185 countries

Indian Institute of Management, *Calcutta*   June'2012-Apr'2014
Master of Business Administration (**MBA**)

National Institute of Technology, *Warangal*   June'2008-May'2012
Bachelor of Technology, **Computer Science**

EXPERIENCE

Senior Product Manager   Personagraph   Apr'2014 – July'2015
- Responsible for product vision, strategy and roadmap for Personagraph analytics tool and partner portal.
- Worked with **cross-functional** teams to gather, plan and implement the product requirements. Used Wireframing tools such as **Omnigraffle** and **Balsamiq** to design the product for better data representation and **Scrum** process for delivering the product.
- Led the analytics UX **redesign** and **re-architecture** effort & built an advanced heuristic & clustering based model named "high value users" for finding most profitable users
- On-boarded **50+ app** developers, resulting in **10M+** users with 50+ million inferences generated about them.

Product & Research Intern   IntellADAPT   May'2016 – Aug'2016
- **Designed** mobile apps to collect data & analyze the potential of EEG wearables for a brain computer interface (BCI)
- Built commercialization plan & financial projections for the wearable technology which earned **$1.5M** in funding from the National Science Foundation.
- Prototyped a **low cost wearable device** with the potential to reach the billion-dollar education tech market.

Marketing Intern   Mondelez International   May'2013 – Jul'2013
- Was offered **Pre-Placement Interview** after project review; Developed **Integrated marketing** communication ideas with strong link to consumer insights (**33** consumer immersions) to build desire for Cadbury Bournville
- Effectively used **digital media** in proposed ideas & analyzed their viability by contacting potential partners.

Software Developer Intern   Microsoft   Apr'2011 – June'2011
- **Pre-Placement Offer** from Microsoft India; Implemented a Proof of Concept for posting an onsite application interface to the Microsoft cloud using Azure Connect that reduced the transfer time of 2GB file by 82%(23 to 4 min)
- Built UI to automatically generate scripts that saved **7 hours** of manual work & got integrated in next product release.

LEADERSHIP

MIT Clubs: Women in System Design & Management Chair & VP of education for Sloan Product Mgmt. club,'16

Intaglio International Business Event, *IIM Calcutta*
- **Organized** Marketplace, a versatile marketing plan building and **flagship** event of Marketing and Coordinator of Arena, a series of five spot events based on Marketing, **Strategy** and **Finance,** 2013-14

Sports Captain, Throw ball & kho-kho
- **Captained** the school **Throw Ball** and **Kho-Kho** team at Sri Satya Sai Vidya Vihar High School, 2004-06
- **Winner** of Intra School Throw ball competition in 2005-06 and Kho-Kho competition for two years

ADDITIONAL INFORMATION

- **Programming Languages & skills**: C, C++, C#, Java, Python, sketch (design tool), R
- **Scholarships:** Top scorer in school from among 79 students in class X board exam, 2006. Runner-Up in Young Mathematician Contest and among 25 people selected for **project Ramanujan**, 2001