

Sayan Maiti

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Introduction – I am an MBA from **IIM Indore** class of 2013 where I was the **Gold Medalist for all round performance** among 445 students. I have 3+ Years of experience across Software Development, Testing, Product Management, Market/Sector Research and Analytics.

Skills – Market Research, Analytics (SPSS & R), Programming (C, C++ & Perl), Product & Project Management

Domain Knowledge – Retail, Telecom

ACADEMIC RECORD

Indian Institute of Management, Indore 2011 - 2013

PGDM – Finance, Marketing & Strategy

GPA: 3.32 / 4.00 (Institute Rank 16 out of 445 students)

Domain - Analytics

Building Firm Capabilities, Internet Based Platform Strategies, Mergers Acquisitions and Corporate Restructuring, Business Analysis and Valuation, Investment Banking, Options Futures and Derivatives, Security Analysis and Portfolio Management, Advanced Marketing Research, Brand Management, Customer Relationship Management, Consumer Behavior, Business Analytics

National Institute of Technology, Allahabad 2004 - 2008

Bachelor of Technology - Computer Science and Engineering

GPA: 9.20 / 10.00 (Merit List – Top 15% of Class)

Class XII – Kendriya Vidyalaya No 1 Ichapur (CBSE)

Percentage: 89.46 % (School Topper)

2002 - 2003

Class X - Kendriya Vidyalaya OF Medak (CBSE)

Percentage: 91.40 % (School Topper)

2000 - 2001

Achievements

- Awarded **Gold Medal for Best All Round Performance** in the batch among 445 PGP participants at IIM Indore
- Nominated for the **OP Jindal Scholarship** for being in the **top 20 students (Rank 18) among 450 participants** in PGP1
- Runner up** among 600+ teams in Neethisastra, the **live Consulting event** of Ahvan, the inter college summit of IIM Indore
- Runner up in** Battleground : Troika Challenge, the **inter college consulting case study competition of IIM Shillong**
- Campus Finalist (Top 5 Teams)** at Tata Business Leadership Awards **(TBLA)** organized by **TAS** at IIM Indore
- Campus Finalist at** Great Innovation Challenge, the Flagship event of IIM Calcutta's Management Festival Intaglio
- Finalist at Mach-B, the strategy case study competition** of Symbiosis Institute of International Business, Pune
- Nominated for the **best summer internship projects (Top 11)** from PGP1 summer projects
- Among **top 1%** candidates in the National Cyber Olympiad 2003 in and **top 2%** of candidates in National Science Olympiad 2002

PROFESSIONAL EXPERIENCE

Full Time

Capgemini, Senior Consultant Jun'13 – Present

- Selected as a campus graduate for Chrysalis batch of 2013, which is a programme for developing future leadership for Capgemini
- Working in the **Business Information Management(BIM)** horizontal which provides analytics based solutions to clients
- Working as an **EA/PMO** to the Global Vice President of Solutions & Delivery at Capgemini BIM
- Working on different proposals in the **Retail and Consumer Durables** space

Mahindra Comviva Technologies Limited, Bangalore – Summer Intern Apr'12 – May'12

Prediction of customer lifetime value & devise schemes to reduce churn rates (Telecom Analytics)

- Used statistical tools like SPSS to analyze transactional data to determine customer lifetime value and churn rates
- Segmented users into different categories based on factors like frequency, usage and demographic data
- Suggested various plans for the different segments of users to increase usage e.g. combo deals, referral bonuses etc
- Based on the overall diagnosis, **devised a model to predict customer churn** with accuracy of more than 50%. It will help in reducing churn rates and retaining users thereby **increasing ARPU**

Oracle India Private Limited, Bangalore – Senior Member Technical Staff Jul'08 – Jun'11

- Involved in the complete lifecycle for Oracle's best-selling Database Product (Oracle 11G) and **worked for both testing and development teams** of the product
- Wrote **functional and design specifications** for Database Configuration Tool (Oracle tool for creating database) for various configurations (Single Instance and Cluster)
- Developed a faster new UI for Oracle's 12G Database release which resulted in **30% less navigation time**
- Revamped Oracle DB's automation &** increased coverage from 25% to 65% thereby ensuring reduced testing time
- Worked on – C, Perl, C++, Oracle Database, SQL**

Achievements

- Consistently ranked among the top 5%** of the employees based on performance (**Rated 5/5 for two consecutive years**)
- All achievements ensured initiation of **promotion to the senior role within 2 years** of joining Oracle

Part Time

CareerAnna.com , Co-Founder	May'13 – Present
<ul style="list-style-type: none"> CareerAnna.com was founded with the objective of providing a comprehensive source of information to B-School Aspirants, present B-School Students and everyone else who wants to get information about MBA. I handle the Product Management and Marketing part of the website 	
Startup (Stealth), Marketing and Product Management	July'13 – Present
<ul style="list-style-type: none"> Designing the go to market strategy for a startup in the real estate sector Designing the blueprint for the product launch in the online space 	
SportsKeeda.com , Bangalore – Product Manager (Ad-hoc basis)	Jan'11 – Jun'11
<ul style="list-style-type: none"> Did a market research to find out the reasons for slowing down of traffic on the website and came out with solutions Designed innovative products to attract new readers resulting in a 100% increase in traffic over a period of 3 months 	

PROJECTS AND PAPERS

- HCL InfoSystems (Live Project)** - Worked on a project which evaluated the cables & connectors market in India and did a competitor analysis. Based on the analysis, recommended new products which could be launched in the specific category.
- Share Development Economics (Organization for International Projects)** - Worked on a proposal which evaluated the scope of sports sector for generating employment in India. Suggested a model based on the recommendations.

POSITIONS OF RESPONSIBILITY

- Secretary, Toastmasters IIM Indore Chapter** Dec'11-Jan'13
 - Founding member of the team responsible for setting up the Toastmasters IIM Indore Chapter in 2011
- Senior Member Projects, Utsaha (National Institute of Banking Management)** Nov'12-Feb'13
 - Did a rural market research project to understand & measure the banking & financial literacy of the rural consumers
 - Used SPSS and excel to categorize and synthesize the data and came up with suitable recommendations
- Head, Media Team, Indore Marathon** Nov'11-Nov'12
 - Lead a 10 member team in getting coverage for Indore Marathon on channels like newspaper, online medium and TV
- Senior Member, Quiz Club IIM Indore** Dec'11-Dec'12
 - Conducted various quizzes and handled the social media interaction of the quiz club in Facebook
- Senior Member, Chain Reaction (Operations Event), Ahvan** Dec'11-Dec'12
- Sub-Head, GnosioMania, Literary and Quizzing festival of MNNIT Allahabad** Jun'06-May'07

EXTRA-CURRICULAR ACHIEVEMENTS

- Winner of IIM Bangalore's V Connect Quiz and IIM Ahmedabad's Confluence Quiz**
- Winner of ITC's Interroquiz** conducted as a part of ITC Interrobang for consecutive years (2011 & 2012)
- Student Coordinator** for 100 PGP2 students for the Himalayan Workshop at Nainital conducted by the PGP Office
- Part of the **IIM Indore Table Tennis team** and won the **bronze medal** at the IIM Lucknow Sports meet among 16+ teams
- Winner of Veritas**, Media and Journalism event conducted by Media committee at IIM Indore , among 150+ participants
- Secured **2nd prize in the Corporate Quiz** and 3rd prize in the General Quiz at the **IT BHU Cultural Festival**, Kashiayatra