

## Education

<b>MICA</b> PGDM-C, Advertising and Brand Management, Digital Marketing <b>Dissertation:</b> Customer Satisfaction Matrix: A perspective through Digital Payment Apps	Ahmedabad, Gujarat 2017-19
<b>NIT Rourkela</b> B.Tech, Civil Engineering	Rourkela, Odisha 2010-14

## Experience

<b>Publicis Commerce</b> Director – D2C Commerce	Mumbai, Maharashtra Apr 2024 – May 2025
<ul style="list-style-type: none"><li>Developed AI-based personalized product recommendations and WhatsApp driven journeys for an Indian 2-wheeler EV D2C platform, <b>targeting 30% D2C conversion</b></li><li>Enabled a D2C strategy for an International Furniture retail player for its North India market expansion, exploring business services – trade-in, repair etc.; targeting <b>15-20% growth in D2C revenue</b></li></ul>	
<b>PwC US Advisory (Strategy&amp;)</b> Senior Associate	Mumbai, Maharashtra Jan 2022 – Apr 2024
<ul style="list-style-type: none"><li>Designed a 3-5 year Product Strategy Roadmap, Business Architecture for an American Pharma major including Patient journey mapping that enabled AI-based patient reminder systems targeting a <b>15-20% reduction in hospital readmissions</b></li><li>Reduced <b>customer churn by 20%</b> for an American Airlines player by revamping its data architecture (Salesforce CDP and AWS MDM architecture) across Contact Centre, Airport, Loyalty etc.</li></ul>	
<b>EY India</b> Senior Consultant	Bengaluru, Karnataka Jun 2021 – Dec 2021
<ul style="list-style-type: none"><li>Developed a 5-year IT roadmap for a leading Indian pharmaceutical firm by defining the target IT requirements for infrastructure, applications, and security domains and designed the target IT operating model</li></ul>	
Consultant	Apr 2019 – Jun 2021
<ul style="list-style-type: none"><li>Developed a digital operating model and GTM strategy to enable a Mobility solutions platform for a German engineering and technology firm, and designed a <b>5-year roadmap to generate global business revenue of €2.5bn</b></li><li>Conducted due diligence engagements and assessed technology and product maturity for a growth phase med-tech start-up targeting <b>AI-based HCP engagement, pharma commercial content creation, clinical trial documentation</b> etc.</li></ul>	
<b>Merilytics</b> Senior Associate	Hyderabad, Telangana Dec 2016 – Apr 2017
<ul style="list-style-type: none"><li>FMCG Sales Forecasting for a US-based Yoghurt brand for its modern trade and partner channel operations</li></ul>	
<b>ZS Associates</b> Business Operations Associate	Pune, Maharashtra Mar 2015 – Oct 2017
<ul style="list-style-type: none"><li>Pharma Sales Incentive Management for a US based pharma major's US and Canada territories for its diabetic care division</li></ul>	
<b>L&amp;T Construction</b> Graduate Engineering Trainee	Bengaluru, Karnataka Jun 2014 – Jan 2015
<ul style="list-style-type: none"><li>Reinforcement engineer for the Tech Mahindra Construction, Electronic City, India</li></ul>	

## Awards & Achievement

- EY 'I am exceptional' awards across 'Intellectually Stimulating' and 'Excellence' categories in Q2 21
- EY 'Kudos' awards, Exceptional commitment towards delivering 'Digitally Transforming' categories in Q4 20 and Q3 21

## Skills

Python, SQL, AWS