AASTHA GUPTA

Solution Architect | Business Analyst

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Location: Bengaluru, India

CAREER HIGHLIGHTS

• 13+ years of work experience in IT Products and Services organizations; including 4 years in International assignments in UK, South East Asia and the Middle East

- Across Consulting & Business Analysis, Pre-sales, Sales and Software Development
- Enabled clients to align their technology and business goals to enable digital transformations
- Developed roadmaps and solutions for clients business transformation needs
- Involved in end-to-end Sales Lifecycle of multi-million dollar deals

TECHNICAL SKILLS

- AWS Certified Cloud Practitioner
- Cloud Solutions AWS, Azure & GCP
- Working knowledge of Python
- Master Data Management (MDM Consumer, Product, CDP Domains)
- Business Intelligence & Analytics

ACADEMICS

MBA S P Jain School of Global Management 2009 - 2010
 B.E. (Mechatronics) Sardar Patel University, Gujarat 2001 - 2005

WORK EXPERIENCE

CURRENT |

Cognizant

Manager – Business Development

May 2014 – Current

- Currently working as a solution architect in Sales Solutions team in the Advanced Intelligence & Analytics
 practice
- Align with on-site Sales teams, Clients' business- and technical teams to design roadmaps and solutions for their Cloud Modernization (on AWS/GCP or Azure clouds), Data Lake, Master Data Management & Customer Data Platform initiatives
- Own the entire solution response and add value in terms of key differentiators and win-themes
- Drive design workshops, orals and client clarification calls ensuring solution is completely aligned with client's needs thus presenting a winning proposition to the client
- Carry out scoping activity for the deal and calculate effort estimates to ensure the solution is optimally priced

Client 1

- Worked as a senior consultant for set up of an extremely strategic 'Operational Intelligence Centre' for an American multi-national technology company
- Driving design workshops and assessment related activities by interpreting business needs of the customer, defining business requirements and translating them into application and operational requirements with the help of strong analytical skills
- Collaborating with client business stakeholders to analyse information needs and functional requirements, deliver use cases, GUI and Screen and Interface designs

Client 2

- Senior Business Analyst for a Leading Cloud Computing services company in the US for their customer master data management program
- Worked with the client marketing team to understand their current and end-state business goals
- Designed overall Customer Master (MDM) Strategy (both short term and long term) to achieve data agility to cater to the data requirements of BI and Analytics teams
- Created business definitions for contact behavior, create contact personas & segmentation for targeted marketing
- Created segmentation rules of database contacts based on products owned, propensity to purchase, behavior, role etc. in order to target product bundles
- Identified data monetization opportunities and recommended best practices for Data Quality

Client 3

- Business consultant for a Leading Luxury Retailer in the UK for their Digital Modernization program -Product Information Management (PIM) system implementation
- Conducted extensive requirement gathering workshops with business teams to come up with detailed Requirement Traceability Matrix and helped client to clearly define implementation scope
- Recommended best practices and process efficiencies based on similar experiences with other deals and clients
- Created workflow diagrams to define various workflows within the prospective PIM system
- Involved in defining Primary Product Hierarchy and Selling Classification for all the products
- Created a detailed Master Data Dictionary for definition of all attributes identified

PREVIOUS EXPERIENCES

iCreate Software (now Verisk Financial)Senior Sales ManagerOct 2012 – May 2014Datamatics Global Services LtdManager – Sales & MarketingOct 2011 – Oct 2012Nucsoft LtdManager & Pre-Sales ConsultantMay 2010 – Sep 2011Amdocs Development Centre, IndiaSenior Subject Matter ExpertApr 2008 – Mar 2009Tata Consultancy ServicesIT AnalystNov 2005 – Mar 2008

CERTIFICATIONS

- Microsoft Certified Data Science & Machine Learning Essentials
- Microsoft Certified Dev Ops Professional
- AWS Cloud Certified Practitioner

EXTRA-CURRICULARS & HOBBIES

- National Level Table-Tennis Player (Represented Gujarat State)
- Fitness Enthusiast
- Follow Cricket and Tennis actively