

JONIK PATEL

jonik.patel@midway.edu +1 859-247-9146 [LinkedIn](#)

EDUCATION

Master of Business Administration in Management Information Systems

Midway University, Midway, Kentucky

Expected Graduation Date: December 2025, GPA: 3.9

RELEVANT COURSEWORK AND ACADEMIC PROJECTS

- **CAPSIM Business Simulation** –Used cross-functional analytics to simulate business decisions across marketing, finance, R&D, and operations; developed final report with strategic recommendations
- **Chipotle Expansion in Asia** – Conducted international market research including GDP, legal systems, and operational barriers; recommended culturally and policy-aligned entry strategy
- **HBR Case Study: *All the Wrong Moves*** – Evaluated leadership challenges and decision-making pitfalls. Proposed strategic solutions in a team-based discussion.
- **Sophia Tennis: The European Transfer** – Created data-backed market entry plan for Europe using regulatory, economic, and cultural evaluation.

RESEARCH & CONFERENCE PRESENTATION

- Co-authored and presented research using survey and statistical methods to analyze how knowledge, usefulness, playfulness, and innovativeness influence user attitudes toward AI.
- Presented findings at MBAA International Conference 2025; contributed to data visualization and reporting for academic and professional audiences.

PROFESSIONAL EXPERIENCE

Business Development Executive, Jaivini Agrotech, Gujarat, India | August 2021 – August 2023

- Directed business development initiatives, resulting in a 20% increase in market reach and client acquisition.
- Conducted competitive analysis and generated insights used for strategic business documentation and product planning
- Established and fostered strategic partnerships with stakeholders, including farmers and industry leaders, to improve collaboration.
- Collaborated with cross-functional teams to enhance customer satisfaction and meet sales targets, resulting in a 15% increase in revenue.
- Developed presentation materials for internal teams and stakeholder engagement, improving cross-functional communication.

SKILLS

- Client Relationship Management (CRM)
- BI tools
- SQL, R, Tableau
- Microsoft Excel, Teams, Outlook
- Data Visualization & Reporting
- Statistical Analysis & Research Methods
- Technical Documentation

CERTIFICATIONS

- CITI Program – Research Ethics & Compliance
- Business Analytics with Excel
- Website UI/UX Designing Using ChatGPT