

Anitaraj Gupta

Chicago, IL | anitarajhul.gupta@gmail.com | (312) 825-7124 | www.linkedin.com/in/anitaraj-gupta-a27b1112

Profile Summary: A dynamic and solution-focused Supply Chain Management professional with 12 years of rich & diverse experience in Demand Planning, Supply Planning, Network Planning, Distribution and Production, Procurement, Logistics, and Business Excellence.

Professional Experience

Conmed

January 2023 -March 2023

Senior S&OP Analyst (Full-time Internship)- Orthopedics Division

Demand & Inventory Analyst	<ul style="list-style-type: none">Responsible for the S&OP process, creating the baseline forecast by utilizing historical data, current sales trends, and statistical models to facilitate the agreement of a consensus business plan to transact against SKU-level forecasting and product group-level forecasting.Achieving and maintaining the forecast accuracy target to help planning to meet its goal for smooth production and improved inventory turns.Reviewing and analyzing any large orders, and potential orders and working closely with Customer Service and sales teams to level load requirements, set expectations and avoid any potential Backorder risk.Prepare presentations for S&OP meetings with Commercial and leadership members from different divisions to review Orthopedics division sales and budget analysis by product family vs forecast.Managing the excess inventory process for all product groups and making recommendations to sell inventory to secondary accounts and/or transfer inventory between warehouses to minimize excess.Generating and presenting detailed planning reports such as DSR Reports, Customer detail reports, Ortho Open Orders analysis, Ortho S&OP Forecast Reports, Live Distribution Reports, etc.
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Unilever India, Hindustan Unilever Limited

March 2011- November 2018

Senior Global Supply Planner: Consumer Durable Category- September 2016- November 2018

Supply & Distribution Planning	<ul style="list-style-type: none">Worked on a pre-build inventory strategy that led to a 20% increase in order fulfillment during the season.Determined freight costs by driving supply network design, controlled Intra depot stock movement, and reduced absolute freight cost by 10%.Reduced Inventory Days on hand by 17%, with a 97% service level for Pureit devices from 82% to 90%.Released \$2 million in cash through inventory reduction and improved the demand planning processes.Led global innovation network meetings to ensure 100% OTIF delivery.Implemented S&OP processes for Pureit devices and germ-kill kits for all 10 countries.Collaborated cross-functionally with countries and third-party logistic teams to execute and optimize supply plans and shipments.
Projects	<ul style="list-style-type: none">RS Norms Project: Implemented all India Norms for distribution, achieved 92% system-based order.Direct Dispatch: A direct dispatch from the plant & saved \$ 0.3 million in the year 2017.

Senior Demand Planner: Foods & Ice-cream Division- March 2011- August 2016

Demand Planning	<ul style="list-style-type: none">Conducted monthly demand planning meetings with the Sales & Trade Marketing team to arrive at monthly /quarterly/annual demand plans in alignment with financial plans. Explained business assumptions behind the forecast and forecasting models used to quantify the event.Conducted regular demand-supply review meetings with the supply planning team.Highlighted the risk & opportunities in sales volume, based on statistical analysis, activity evaluations, and trade feedback to generate range forecasts.Led the monthly S&OP meetings to review the consensus forecast, sales, and inventory level.
Projects	<ul style="list-style-type: none">Designed a new forecasting methodology for Ice-cream by analyzing the ECO trend which significantly reduced MAPE by 20% from the prior default model.
Key Accomplish ment.	<ul style="list-style-type: none">Special contribution award from Food director & Category head for the year 2013 OH business growth.Best Category Demand Planner award for ICD Business for improving forecast accuracy (from 72% to 84%) and reducing the forecast bias from 9% to 4% in the year 2014.

Executive Supply Planner

Supply Planning and Purchase	<ul style="list-style-type: none"> Ensured RM/PM availability at contract mfg. sites & inventory planning as per capacity balanced plan. Reduced Finished Goods inventory of C-class products from 92 days to 65 days. Negotiated with the top 20 suppliers by volume and achieved 85% supplier compliance. Performed cost-benefit analysis for the purchase price increase and saved \$5M.
Projects	<ul style="list-style-type: none"> Project Artwork Transition: Saved 72 % against budgeted write-off value in close coordination with the Artwork development department.

DOW Chemical International Private Limited

November 2007-January 2010

Supply Chain Planning Executive

Production Planning	<ul style="list-style-type: none"> Prepared and released daily production schedules for Dow water solution business. Optimized manufacturing capacity for Dow Water solution products. Monitored and tracked slow inventory and obsolescence inventory.
Key Accomplishment	<ul style="list-style-type: none"> Superstar award for Inventory management for Dow water solution business in the year 2009. Award received for best SCM in the year 2008.

Core Competencies

Demand Forecasting | Logistics | Inventory Management | Contract Management | Price Negotiations | Process Improvement | Training & Development | Cost Saving Initiatives | Vendor Development

Education

Illinois Institute of Technology, Chicago IL- Graduating in May 2023

Master of Science in Industrial Technology & Operations with a Specialization in Supply Chain Management.

- GPA -3.85/4

Projects**Demand Forecast using Forecast Pro software: Spring 2022**

- Forecasted demand for the year 2021 considering the volume in 2020 was impacted due to Covid-19 for Foodservice, Retail, and Fast-Food restaurant divisions using Forecast Pro Software and accessed supply chain performance which improved by 15%.

Effect of E-commerce on Hello Fresh & Farmer Fridge: Spring 2022

- Studied the effect of e-commerce on both companies and society and compared the business model and supply chain strategies used by Farmer's Fridge vs Hello Fresh and came up with the opportunities for e-commerce in the future.

Shivajirao. S. Jondhale College of Engineering, India – June 2006

Bachelor of Technology: Production Engineering

- First Class with Distinction 73.45%.

Skills

Oracle ERP | SAP R/3 | SAP-APO | MS Office (Advanced Excel, Word, PowerPoint, Outlook, Teams) | Forecast Pro Software | Tableau | BEX Analyzer | NetSuite | Power BI