



Anurag Thakur
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Anurag Thakur

Principal Consultant seeking roles in Consultative Selling, New Product/Offering Development, Digital Transformation, Structured Innovation, Artificial Intelligence, Digital Strategy, Cognitive Customer Service, Solution Consulting.

Current Designation: Principal Consultant -IT	Total Experience: 13 Year(s) 0 Month(s)
Current Company: Mindtree Digital	Highest Degree: MBA/PGDM [Marketing]
Current Location: Bengaluru / Bangalore	
Pref. Location: Bengaluru / Bangalore, Chennai, Hyderabad	
Functional Area: IT Software - Application Programming / Maintenance	
Role: Business Analyst	
Industry: IT-Software/Software Services	
Marital Status: Married	
Key Skills: Consultative Selling, Solution Consulting, Digital Consulting, Digital Transformation, Structured Innovation, Artificial Intelligence, Digital Strategy, Customer Service, New Product/Offering Development, Business Analysis.	
Verified : Phone Number Email - id	

Last Active: **Jan-Mar 2021** Last Modified: **Jan-Mar 2021**

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Summary

Principal Consultant at Mindtree Digital. Ex- Accenture Strategy. 13+ years of total experience in formulating Strategies, applying innovations to solve business problems, incubating new age Digital capabilities and executing Digital Transformations combined. Expert in running Design Thinking/ Structured innovation workshops, evaluating options & defining roadmap based on business priorities and getting buy-in from stakeholders. Expert in creating business cases to demonstrate viability, secure stakeholder buy-in and funding for innovation-based programs. Hands on experience of creating portfolio of PoCs to showcase innovation and establish value within the context of business. Excellent collaboration and networking skills to cross-leverage scattered organizational capabilities to create innovative digital solutions. Experienced in defining Organization's POV on emerging technologies viz Conversational AI, Cognitive Customer Service & AR-VR.

Work Experience

Mindtree Digital as Principal Consultant -IT
Jun 2016 to Till Date

Digital Innovations consultant within Mindtree's Digital Practice. Currently working as Innovation consultant in a CoE focused on developing new solutions out of emerging technologies and apply new age innovations to solve business problems. Roles and responsibilities in following areas: -

Innovations and Intellectual Property development. Work includes: -

Constantly evaluating emerging technologies to create innovation-based offerings.

Develop POVs & write blogs/ website content to demonstrate thought leadership in public domain.

Articulate business cases to establish the viability and utility of new offerings.

Work with technical team to create portfolio of PoCs to establish credibility.

Constantly monitor the outcome and tune strategy accordingly to ensure that innovations are delivering agreed upon business benefits.

Digital Strategy. Some of the work include: -

Developing Digital Strategy framework offering for Mindtree's digital practice.

Developing strategy for offerings under Cognitive Consumer Engagement theme.

Creating and execution of GTM strategy for a Conversational AI based offering.

Startup Scan, Competitor analysis etc.

Digital Practice capability development. Some of the work include: -

Up-skilling consultants on Conv. AI/ Digital Marketing/ e-commerce topics/ certifications.

Hiring both lateral and campus candidates.

Helping pre-sales teams in creating RFPs as an SME.

Aligning with internal leadership to implement capabilities inside org. as POC.

Consultative Selling. Some of the work include: -

Conducting demos, Road Shows, pre-sales workshops with clients/ Mindtree leadership.

Getting buy-in from stakeholders on roadmap for executing strategies on ground.

Digital SME in Digital transformation program for a large Paint Manufacturer and Retailer. Involved in: -

Leading execution of a multi-channel, multi-brand, multi-locale Content and e-commerce strategy as lead consultant in



Important

- Using Free CV Search you have access to featured candidate profiles of Naukri. You can browse through the profiles and email the candidates of your choice directly using the email option provided. To prevent misuse of candidate information, contact details and attached resume of the candidates have been withheld.

Leading execution of a multi-channel, multi-brand, multi-venue content and e-commerce strategy as lead consultant in a B2B digital business transformation program.

● **Accenture Strategy** as Management Consultant
Aug 2013 to Jun 2016

Digital commerce SME in Omni-Channel transformation program for a large Luxury products, Fashion and apparel retailer in the Middle East. Involved in: -
Analyze and Design stages of the program to define requirements, advice client on fixing scope, analyzing and comparing digital technologies to find best fit for client requirements.
Digital commerce SME in e-Commerce transformation program for a Leading UK mobile devices retailer
Involved in creating functional designs for multiple e-commerce processes.
Strategy Consultant in designing framework for evaluating business case for Multi-Channel Fulfillment
Worked with team of strategy consultants to create a framework for evaluating business case for deploying an order management system to enable Multi Channel Fulfillment for traditional Big Box Retailers.
Management consultant- Retail in ERP transformation program for a Leading Canadian food retailer
Management consultant- Retail in ERP program for a Leading North American general merchandise retailer

● **IBM** as Management Consultant- Retail
May 2010 to Aug 2013

Retail Consultant with Retail Business of a large enterprise.
Package Solution Consultant (Sales & Distribution) with IBM Fasttrak program.

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Education

UG: **B.Tech/B.E (Computer Science and Engineering)** from **Visveswaraiah Technological University (VTU)** in **2005**
PG: **MBA/PGDM (Marketing)** from **Indian Institute of Technology (IIT), Kharagpur** in **2010**

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Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				
German				

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Affirmative Action

Physically Challenged: No

Work Authorization

Job Type: Permanent
Employment Status: Full time

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