



**Marcus Brahma**
+ premium
Featured

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Lead Business Consultant seeking roles in Business Analysis,Project Management,Strategic Planning,Digital Transformation,Process Re-Engineering,Change Management,Requirement Gathering,Risk Management,Process Mapping,Technology Consulting

Current Designation: Lead Business Consultant

Current Company: Interglobe Technologies

Current Location: Gurgaon

Pref. Location: Delhi / NCR,Visakhapatnam,Mumbai

Functional Area: IT Software - Application Programming / Maintenance

Role: Product Mgr

Industry: IT-Software/Software Services

Marital Status: Married

Key Skills: Lead Business Consultant,Product Manager,Business Analysis,Project Management,Strategic Planning,Digital Transformation,Process Re-Engineering,Change Management,Requirement Gathering,Risk Management,Process Mapping,Technology Consulting

Verified : Phone Number | Email - id

Total Experience: 9 Year(s) 0 Month(s)

Notice Period: 2 Months

Highest Degree: MBA/PGDM[Marketing]

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

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## Summary

Business consultant with nearly 9 years of work experience that combines strategic business management with delivering technology solutions. Proven leadership in providing consulting/advisory services for several clients which involved supporting, understanding and achieving business objective and needs, backed with strong alumni network of IIMB

## Work Experience

### Interglobe Technologies as Lead Business Consultant Jun 2014 to Till Date

Business Consultant.

\* Provided consulting solution (worth \$1.8 mn/yr) to an Indian Full-Scale Carrier by managing and implementing Business Reporting Application that covers -

All Major Operational reports and performance analysis (reporting vehicles) for various business groups in an airline (like Planning, Commercial, Sales and Marketing Team etc.)  
Structured, analysed and implemented several reporting metrics to represent accurate health of business function

Created Several reports that include data extraction from multiple sources (like PNR/Ticketing, BSP & DCS) and analysed large data sets (>1,000,000 record) in analytics tool like SPSS to find out meaningful pattern on the passenger traffic.

Managed a delivery team (11 FTEs) and ensured near 100% SLA adherence that led to high customer satisfaction score.

Led the migration of IATA's BSP data interchange (DISH) from ver 20 to ver 22 that consisted of reporting for Airline's Accounting/Sales (HOT) and Agent Report (RET).

Primary point-of-contact to lead and identify client's pain areas, operational troubleshooting, complaints/objection handling and suggested best practice implementation on systems solutions

\* Involved in designing solutions with multiple cross-functional delivery teams on complex business functions to improve operational performance, this involved -

Partnering with internal and external stakeholders

Conducting workshops and training demos to educate target audience and potential clients

Responsible for project scoping, objective setting, requirements elicitation and documentation

Managing successful relation with different parties

Ensuring on time communication and delivery

\* Led the development of online Round the World Booking Engine for one of the world's leading airline alliances to provide a seamless booking experience to travellers for their multi-city/ country travel. This involved -

Consolidating schedules of 15 carriers on RTW Planner system with no involvement of GDS.

Providing online automated route creation support to customers to make the itinerary planning process easier and complying with complex RTW business rules



### 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.

Incorporating an interactive GUI MAP for an appealing booking experience

- \* Conducted analysis of NPS survey of a leading GDS and shared actionable insights which led to an improvement of 12% in NPS for YoY '16'. This included
  - Study of both structured and unstructured data
  - Analysing more than 15 KPIs (nearly 100 data points)
  - Use of SPSS and Minitab to develop statistical understanding
  - Support top management and C-level executive to drive strategic initiatives by leading research assignments on -
    - Industry research: industry value chain, size and growth outlook, trends and drivers, growth inhibitors and challenges, competitive landscape, Porter's / PESTLE analysis, etc.
    - Competitor intelligence: comparative performance of companies on financial and operational KPIs, relative strengths and weaknesses, etc.
    - Financial analysis: broad analysis of income statement, ratios, segment performance, etc
- \* Supporting the development for Passenger Flow Management Application (PFM) for World's leading Airport Technology Provider built to increase the operational efficiency of an airport operations and maximize utilization of available airport space
- Created predictive Models for Airport Queue Analyser that monitors, predict and manage queues to minimize wait times.
- Improved non-aeronautical revenue optimization (like understanding the retail impact and Optimized retailer opening times to meet customer flow profiles)
- Increasing advertising potential revenue opportunities for airport authority
- \* Identified and Implemented best practices for customer facing web applications for a leading Airline Carrier which involved
  - As-is Process Mapping and analysis
  - Business process re-engineering
  - Identifying and defining process KPIs
  - Change management

-  **L&T Infotech** as Software Engineer  
Nov 2009 to Jan 2012
-  **HSBC** as Customer Care Executive  
Sep 2008 to Oct 2009

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## Education

UG: **B.Tech/B.E (Computer Science)** from **ICFAI UNIVERSITY** in **2008**  
PG: **MBA/PGDM (Marketing)** from **Indian Institute of Management (IIM) Bangalore** in **2014**

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## IT Skills

Skill Name	Version	Last Used	Experience
TABLEAU			2 Year(s) 6 Month(s)
Advanced Excel			4 Year(s) 4 Month(s)
POWERPOINT			7 Year(s) 3 Month(s)
SQL			4 Year(s) 2 Month(s)

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## Languages Known

Language	Proficiency	Read	Write	Speak
English	Expert	✓	✓	✓
Hindi	Expert	✓	✓	✓

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## Affirmative Action

Category: **General**  
Physically Challenged: **No**

## Work Authorization

Job Type: **Permanent**  
Employment Status: **Full time**

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