

SHEHARYAR LALANI

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Summary

Strategic analytics professional with a Master of Public Health, front-end design proficiency, and a background in business consulting. Committed to using data analysis to enhance business products, combining expertise in product analytics with creative problem-solving. Passionate about improving outcomes through data-driven decision-making and effective communication.

EXPERIENCE

Decimal Health Consulting Firm – *Business Strategy Consultant; Austin, TX* February 2022 - February 2024

- Developed digital strategy with a multi-disciplinary team for 7+ companies containing Fortune 500, Pharma, Health Systems, Clinics, and Series A-D digital startups to establish and increase total addressable market presence (TAM) in the U.S.
- Communicated across disciplines using Agile and Scrum methodology to quickly adapt insights, client needs, and market changes from engineering, marketing, and design teams to build and validate 5+ MVP designs for pharmaceutical companies
- Designed and executed end-to-end primary research for projects which involved the creation of 21+ interview guides, 80+ solo interviews, and analyzed interviews to uncover user perspectives and unmet needs
- Conducted secondary research for projects through literature reviews, financial analysis & due diligence, and market research to support strategy decisions leading to key stakeholder decisions impacting M&A for 2 separate clients
- Translated critical insights into digestible visualizations via Excel and Powerpoint and presented along with the project team to key board members leading to an increase in venture funding by \$3.1M for a series B wearable company
- Leveraged SQL to uncover patterns in medical records, including common diagnoses and treatment frequencies, empowering strategic decision-making for a health system's digital innovation department

Emory Woodruff School of Nursing – *Data Analyst; Atlanta, GA* May 2021 – February 2022

- Visualized and modeled quantitative clinical data from 2 academic hospitals via Rstudio, SAS, and SQL using linear and multiple linear regression to investigate the impact of provider preferences on opioid prescriptions
- Authored the methods and results section of a pending publication (Perioperative Multisite Opioid Use)

International Mental Health Project – *Research Assistant under Janet R. Cummings; Atlanta, GA* May 2021 – October 2022

- Analyzed qualitative surveys on global health policy changes that guided legislators on the impact of COVID-19 and visualized results via Excel
- Synthesized clinical data and produced technical reports on mental health policy for 13+ countries

SSDesign – *Co-founder/Take-Flight Fellow; Atlanta, GA* May 2020 – Present

- Awarded the Take-Flight Fellow grant for success in an entrepreneurial business that focuses on digitally transforming companies through website creation
- Created a web platform for a regional summer camp that authenticates different users based on class and adjusts access and user experience
- Presented at the Emory Innovators Conference teaching future innovators about human-centered design, design thinking and problem-solving
- Launched a website using the agile approach for a music organization and consulted with student organizations decreasing loading time by 30% and improving user experience

EDUCATION

Emory Rollins School of Public Health	Master of Public Health , Health Policy, and Management Specialization: Health Management GPA: 4.0
University of Illinois at Urbana-Champaign	Bachelor of Science , Molecular and Cellular Biology Minor: Chemistry GPA: 3.9
TechBridge Technology Career Program	Frontend Development Certificate , HTML5, CSS3, JavaScript, Node.JS, Express, and React Additional Skills: SQL, Tableau, Python, R, Rstudio, SAS

LEADERSHIP EXPERIENCE AND ACTIVITIES

United Against Inequities and Disease – *Vice President* January 2020 – September 2021

- Oversaw multiple community projects w/ Boys & Girls Club managing staffing, scheduling, and communications with staff advisors and club staff
- Developed relationship with the Boys and Girls Club and organized events on nutritional education, mental health workshops, and infection control