



Sparsh Goyal
Chemical Engineering
Indian Institute of Technology, Bombay

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B.Tech.
Gender: Male
DOB: 16-10-1999

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2021	
Pursuing minor degree in Management from SJMSOM (Strategy and Operations Management, Finance and Accounting)				
PROFESSIONAL EXPERIENCE				
NOMURA RESEARCH INSTITUTE	Summer Associate Awarded Pre-Placement Interview and LoR from Group Head, AICG, India [MAY'20 - JUN'20] <i>Designed a Digital Listening Center (DLC) pilot for APAC's 2nd largest beverage firm; reduced research time by 50%</i> <ul style="list-style-type: none">Devised a digital marketing strategy utilizing 3C-4P framework and formulated 4 key hypotheses for sales dipAnalyzed \$425 M food supplement market in Singapore; identified 6 key deliberations for product purchaseBenchmarked client's performance with 5 competitors by analysis of real-time social chatter across 15+ KPIsForecasted 90% increase in brand online outreach to consumers through an overhaul of marketing strategyRecommended 6 growth areas including product renewal, content honing and moment marketing using DLC			
ERNST & YOUNG	Advisory and Performance Improvement Bestowed with LoR from Partner, E&Y LLP [MAY'19-JUL'19] <i>Developed a holistic dashboard of 35+ chemicals globally valued at \$2.4T to identify potential business opportunities</i> <ul style="list-style-type: none">Optimized future secondary research to save 150+ man-hrs by collating industry data across entire value chainAided uncovering of business opportunities by analyzing capacities and grade variants across 10 major playersAppraised global chemical trade by analyzing 5 KPIs including CAGR of top importing and exporting countries			
POSITIONS OF RESPONSIBILITY				
INTERNSHIP COORDINATOR	Institute Placement Team Chemical Department [APR'19-JUN'20] <i>Felicitated with Certificate of Excellence (5 of 35) in recognition of invaluable contribution during the tenure</i> <ul style="list-style-type: none">Facilitated the streamlining of recruitment process as a liaison between 2000+ students and 300+ recruitersCollaborated with global firms including P&G, DC Advisory IB and Merck and accounted for 45+ intern offersGarnered 100% y-o-y growth in non-core offers for sophomores and 12% y-o-y growth in total winter offersInitiated and fabricated Online Aptitude tests for Internship and Placement preparation of 2500+ students			
STUDENT MENTOR	Student Mentorship Program Student and Academic Mentor [JUL'20-PRESENT, APR'19-PRESENT] <i>Selected among 108 out of 300+ applicants via a rigorous procedure involving SOP, strong peer reviews and interview</i> <ul style="list-style-type: none">ISMP Responsible for smooth transition of a group of freshmen to campus life at IIT after their arrival Entrusted with the task of aiding incoming mentees in academic, extracurricular and personal pursuitsDAMP Guiding 2 academically underperforming juniors during tough COVID times by coherent counselling			
COMPETITION & KEY PROJECTS				
HSBC	<ul style="list-style-type: none">Secured 2nd place in National Finals of HSBC India Business Case 2020 among 249 teams from 43 collegesDesigned a commercialization strategy for a Chinese fintech, reducing loss by 50% with expected reach of 0.2B			
MID-DAY MEAL	Social and Sustainable Reforms Guide: Prof. Vishal Sardeshpande, CTARA [JAN'20-APR'20] <i>Analyzed the feasibility of solar integration in mid-day meal cooking to improve nutritional quality of food</i> <ul style="list-style-type: none">Developed a solar model with a budget of ₹30k for a school of 40 students with a payback period of 3.5 yearsProposed a strategy to cut down cooking cost by 33% leading to 50% increment in meal's nutrition budgetEvaluated the hygienic and environmental issues affecting 700+ stakeholders through 3 rural schools visits			
ESG INVESTING	ESG in Responsible Investing Guide: Prof. Piyush Pandey, SJMSOM, IIT Bombay [APR'20-PRESENT] <i>Examining Environmental, Social & Governance linkages with firm performance: An empirical study for India</i> <ul style="list-style-type: none">Analyzed the relationship of ESG score with 8+ KPIs of 80+ firms leveraging resources of Prowess IQ softwareAchieved 76% accuracy in predicting response variable with 2 distinct regression models using R & MATLABObserved 65% higher returns & 67% lower risk in high ESG portfolio against low ESG, bolstering the relationship			
ACCOLADES & EXTRA-CURRICULAR ACTIVITIES				
ACADEMIC	<ul style="list-style-type: none">KVPY AIR 230 among 200k aspirants GoI ['16] • NSEC Top 1% IAPT State Level ['16]A1 qualified in French language course organized by International Relations Department, IIT-B ['18- '19]			
MUSIC	<ul style="list-style-type: none">Professionally trained in Drums for 7 years, Guitar for 2 years and Violin for 1 year ['10- '18]Inter-IIT Cultural Meet Drummer Represented IIT-B in Music band competition among 14 teams ['19]Music Arcade Best Drummer 2nd position ['18] • Surbahaar Annual Showcase 10+ songs ['17- '19]Meraki Fest SVKM's NMIMS 3rd position ['17] • Umang NMIMS Special Mention 10k+ footfall ['17]			
LEADERSHIP	<ul style="list-style-type: none">Led 3 speaker sessions on resume making and internship information dissemination for 240+ students ['19]Spearheaded a team of 10 to execute 10+ events in International Music Fest; secured deals worth ₹0.5M ['18]			
MISC.	<ul style="list-style-type: none">BCG & Citi Completed Virtual Experience Program Market Research, Financial Modelling & Ratios ['20]Structured a TEDx Talk (budget: ₹ 20k) leveraging Gantt Chart, RACI and Risk Matrix (Course Project) ['19]			