

Anand Krishna E S

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EDUCATION

Scaler School of Business | PGP-Management & Technology

September 2024 – March 2026

- Achieved a **CGPA of 3.63/4** and secured **Rank 1 out of 55** students at Scaler School of Business at the end of Term 3.
- **Won** the **Prodmaniacs Case Competition** with a **Product strategy** to help interior designers **segment and convert high-quality leads**.
- Successfully completed the **AI Product Management Mastery Workshop** - Built **GenAI agents** for use cases like **fraud detection**
 - Improved accuracy with **RAG workflows** and applied human-in-the-loop principles for safer decision-making

National Institute of Technology – Karnataka, Surathkal | Bachelor of Technology

Aug 2011 – May 2015

- Awarded **NLC Gold Medal** for academic and co-curricular excellence and secured a **CGPA of 9.02/10**
- **Co-authored** a comparative fatality analysis published at the 14th Coal Operators' Conference by University of Wollongong (2014)

EXPERIENCE

Senior Manager

ERNST AND YOUNG

August 2023 – August 2024

EY's Technology Consulting team supports digital transformation for global BFSI clients. As a Senior Manager, I led client engagements, upskilled teams in SAS, and was a central stakeholder for hiring and project feedback across multiple client accounts.

- Led **automation** of **Executive-level occupancy cost reporting** for a leading **US asset management company**.
 - Reduced turnaround time from **5 days to 2 hours** using **Python-based automation**.
 - Enabled data-driven C-suite decisions on staffing, outsourcing, and technology spend across global functions.
 - Delivered cost optimization strategies through **cross-functional collaboration**, defining analytics frameworks for decision-making.
- Firm Building:** **Led recruitment**, onboarding, and **SAS/SQL training** of new hires; **Mentored** 6 members in the BFSI Tech Consulting team.

AVP – Digital Transformation – Products

AXIS BANK

May 2021 – July 2023

Axis Bank is India's third-largest private sector bank. As AVP – Digital Transformation, I led the Digital Product strategy for Retail Lending team, drove alignment across Analytics, Tech, and Business teams, and managed an 8-member team including hiring and onboarding.

Digital Transformation and Growth Initiatives

- Led **personalization** project using bureau, transactional, & demographic data, driving **targeted campaigns via mobile push notifications**.
- Enabled **110% achievement of FY23 disbursement goals** via analytics-driven campaigns and regional wallet share insights
 - Designed **targeted campaigns** for salaried, self-employed & rural customers across 3200 branches
 - Built region-wise wallet share tracking using bureau data insights and enabled granular performance benchmarking
- Created **Ministry of Corporate Affairs (MCA)**-linked onboarding funnel for New-to-Bank Current Account customers
 - Reduced **account opening TAT from 30 days to 1** for **high-value clients**, unlocking **₹1000 Cr in incremental deposits**

Managing Risk and Pricing Initiatives

- Led Current Account **pricing model revamp** estimated to generate **₹36Cr in annual fee revenue**.
- Revamped pricing segments tied to risk profiles, **cutting NPAs by 50 bps**

Data Science Consultant

ACCENTURE - AI

February 2018 – April 2021

Promotions, Awards and Recognitions

- **Fast-tracked promotion to consultant in 1.5 years** (vs. firm average of 2+ years) based on client impact and leadership feedback.
- Received **Spot Award** for high-impact delivery and proactive client engagement for a Fortune 50 US Pharma Client.

Commercial & Multichannel Analytics

- Built and deployed a **Sales Force Effectiveness (SFE)** Tableau dashboard for India Pharma business
 - Improved visibility into KPIs (Calls, Reach, Frequency) leading to a **20% YoY increase in doctor outreach**
- Created 10+ IVA Tableau dashboards for multichannel marketing across US, EU, LATAM & India
 - Boosted **Sales advisor adoption by 15% YoY** and enabled localized campaign optimization using clickstream data.

Clinical Trials, Research and Development Analytics

- Led **cross-functional team** to build the **Clinical Trials Recruitment Dashboard (CTRD)**
 - Enabled **unified study tracking across geographies and therapeutic areas**, enhancing cross-team coordination
 - Improved stakeholder visibility and increased **patient recruitment efficiency by 20%**

Data Analyst

HSBC

September 2016 – January 2018

- Led targeted campaigns and fulfilment analytics across key retail banking segments
 - Drove **15% growth in deposits and 18% in loan uptake** via the **Share the Experience** referral campaign
 - Built a **real-time Campaign ROI dashboard** to track KPIs, enabling leadership to make data-led decisions

Business Operations Associate

ZS ASSOCIATES

July 2015 – August 2016

- Designed and rolled out an **incentive compensation plan** for Hepatitis & Oncology sales teams
 - Aligned payout structures with performance KPIs, **driving a 20% increase in sales productivity in Year 1**