# ANANTH BALA

**| +91 9880871641 | bala_ananth@yahoo.com | http://in.linkedin.com/in/balaananth |**

Multi-skilled technology professional with 13+ years of project, project and operations experience in Education, Manufacturing and Publishing verticals. Trusted advisor driving leadership, engaging in areas of IT strategy and operations. Customer-centric professional with proven track record of working with diverse teams with focus on global-IT delivery. Fluent in leveraging open source, Business Intelligence, analytics, web platforms, global IT Delivery.

## PROFESSIONAL EXPERIENCE

**EF INFORMATION SYSTEMS, BANGALORE, INDIA**                    **SEP 2011 – DEC 2014**

**Business Solutions Manager for EFAcademy (Education First, Switzerland)**

*Managed project planning and delivery for technology, systems and support for EF Academy group IDC with focus on client* relationship and product growth.

- Managed CRM process and System re-architecture with enhancements to sales pipeline, customer data, web and email integration, invoice and online payment resulting in unified system of record and double digit increase sales.
- Created roadmap for routine/maintenance tasks, regression and integration testing resulting seems data flow. Administered the JIRA bug tracking, release feature updates and ensure minimal customer impact.
- Improved process flow for marketing/sales requests, system support and escalations to ensure quick turn-around and reduce customer complaints. Launched periodic training/onboarding programs for sales/operations staff in areas of product, business flow and systems improving productivity and satisfaction.
- Collaborated with GlobalIT team to deploy network and server infrastructure, software systems with onsite training to ensure new campus launch in New York within 3 months resulting in increased student capacity.
- Spearhead Datawarehouse, reporting platform development with data source aggregation and transformation. Co-ordinated reports developments, managed dashboard improving overall product performance.
- Analyzed order data for booking patterns/timeline, campaign effectiveness and sales lead quality, lead scoring for prospects to create targeted marketing campaigns increasing conversions and growth.
- Partnered EF group product teams, vendors, regional managers in strategic planning and idea adoption. Interact with students and parents via focus groups to improve learning outcomes. Managed ownership of strategic projects/pilot initiatives with post deployment analysis for operational feedback and effectiveness.
- Executed planned migration of Dev/QA servers and applications from datacenter to Amazon AWS Cloud realizing 50 % infrastructure cost savings. Establish cost backup process, cost analysis and monitoring tools.
- Accelerated adoption of campus technology for students with Microsoft Office365 Suite, Single-sign-on, Mobile reminders, Google Apps LMS for Education across all schools to enabling collaboration and information sharing.
- Facilitated Pre-departure travel portal for students interaction, Facebook pages for schools/programs and Marketing WordPress blog (Amazon Cloud) resulting in increased brand awareness.
- Orchestrated vendor selection, transition to new school information platform (Pearson PowerSchool) across all campuses, academic reporting resulting enhanced parent participation and academic achievement.

**JYOSHAN GLOBAL SERVICES (KODAK STARTUP), MUMBAI, INDIA**          **JUNE 2010 – AUG 2011**

**Systems Consultant**

*Managed product development and solution design, consulting, proposal development, client relationship and partner management.*

- Key team member responsible for defining product features, technical architecture of Kodak Managed Media platform for Marketing Automation, Multi-channel marketing. Communicate value proposition with POC to clients.
- Define scope validation, Statement of Work for projects. Coordinate delivery process with engagement team.
- Tracked performance of client engagements/portfolio, the quality and timelines of deliverables, monitor risks or issues and reports on the effectiveness and profitability of the engagement against the baseline plan.
- Lead market research initiatives to compile database of competing products and solutions in order to prepare Participated in tradeshows, conferences in educating prospects(c-level/manager) about products and services.
- Assisted Kodak USA, HCL and channel partners in technical consulting, project planning, situation and functional analysis resulting in enhanced collaboration.

**DELUXE CORPORATION, BOSTON, USA**                             **SEP 2005 – DEC 2009**

**Business Systems Engineer**

*Responsible for creation, implementation, maintenance of systems, process and strategic initiatives across all MFG plants for Enterprise shared services group.*

- Credited with growing manufacturing footprint/capacity across 12 sites using highly available systems and automated document factory model. Contribute to lean six sigma initiatives to increase efficiency.
- Actively contributed to several strategic projects in areas of requirements analysis, planning and solution design
  - Deployment of production data warehouse to house order scheduling, plant assignment and product configuration data for efficient order scheduling with distributed manufacturing.
  - Pilot online shopDeluxe storefront (web2Print) with integration to ATG and Adobe Scene7
  - Migration to Virtual environment(VMware Linux) and integration with windows platform
  - Streamlined shop-floor order management using packing list carrier automation and cellular design.
- Partnered with TCS (Dev/Support), Acxiom (infrastructure/systems integration) teams to ensure systems and infrastructure high-availability across all sites. Managed support escalation and root-cause analysis process.
- Leveraged onshore/offshore resources for development, review UAT (CI/Regression) testing use-cases, co-ordinate production implementation with ensuring minimal manufacturing impact.
- Created comprehensive training programs and guides (MFG workflow/systems) for product owners, operations, management and support with goal of educating aspects of process.
- Developed proposals for platform replacement with focus on data driven composition, support for VDP, pluggable/API driven architecture, legacy data migration and integration with an estimated $2 Million in savings.

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## NEBS (ACQUIRED BY DELUXE), BOSTON, USA                          JUL 2001 – AUG 2005
### Print System Engineer

*Managed enterprise digital operations platform hardware and systems across 10+ manufacturing sites with 24x7 operations. Serve as primary point of contact (POC) and subject matter expert (SME) for the team.*

- Managed design architecture and development of enterprise composition and document storage platform with focus on process automation resulting in significant cost savings and 100 increases in order volume.
- Co-ordinated operations & systems consolidation, Legacy IT-integration, product harmonization for safeguard/McBee acquisitions ensuring smooth transition, enabled cross-product production.
- Effectively interacted with business and product owners to identify areas of enhancement, product migrations to define requirements and scope. Develop solutions briefs and prototypes for review. Assisted project managers in production go-live and post-install support.
- Managed process optimization, system architecture, product logic for enterprise composition, document management and migration to digital process streamlining product workflow and on boarding.
- Developed web based, rule oriented automated composition engine to drive high speed production platform to power 1 million impressions across all sites.
- Reorganized IT Vendor sourcing process by partnering with procurement team to define platform checklist, TCO Scorecard, "Buy vs Build" Matrix with goal of central repository with potential solutions and vendors.

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### Prior Assignments *(Publishing/Media)*
- QA Intern - New York Times, USA (2001): Color control, quality verification in prepress and pressroom.
- IT Intern - Gray Graphics Corp (2001): EFI MIS pilot implementation for materials and finance for GPO printer.
- Graduate Intern - RIT CIMS (2000) : Digital Print engine and substrate testing, qualification for hardware vendors
- Volunteer – PrintMediaVentures (2009): Volunteer at Agile New-England and Acton Networkers

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## SKILLS

- *Management:* Agile/Scrum , Lean/Six Sigma, VSM, SIS/MIS Systems, Product Onboarding, Statistical analysis, Data Mining/Modelling, Budgeting/Cost Analysis, Capacity and Contingency Planning, Change Management, Vendor Relationship, CRM, Market segmentation, SWOT, SWO, TCO, Reporting/Dashboards.

- *Technical:* Adobe Creative suite, Omniture (Basic) MS Visio and Project, Tableau Desktop, Basecamp, JIRA/Confluence, Remedy ticketing,  Servers architecture(Windows/Linux),Virtualization , DotNet & LAMP Stack knowledge, Apache web server, MYSQL/MS SQL Server, AWS Amazon Cloud, Google Apps(EDU), Office 365, Azure AD, WordPress, PowerShell scripting, R Programming, SAS Studio, Web Dev(Basic).

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## EDUCATION

- M.S in Graphic Arts and Publishing, Rochester Institute of Technology-SPMS, USA
- Harvard Extension School, Boston, USA: Courses Work in Operations, Web Development and Java Programming.
- B.S in Applied Technology(Print Publishing), Manipal Institute of Technology, India
- Data Driven Marketing using SAS, Oklahoma State University, USA; Six Sigma Greenbelt training from ASQ-India;
- Certifications: PMI-PMP and Scrum Alliance-CSM certification (Pending)
- Continuing Ed/Self Learning: Ruby, Python, BigData-Hadoop, Ecommerce, AWS Cloud, No-SQL