GITANJALI MURTHY

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EDUCATION

Northwestern University, **McCormick School of Engineering,** Evanston, IL   Sept 2014 – Dec 2015
Master of Engineering Management, Concentrations: Managerial Analytics, Project and Process Management, GPA 3.8/4.0

R V College of Engineering, Bangalore, India   Aug 2006 – June 2010
Bachelor of Engineering in *Biotechnology*, GPA 3.4/4.0

PROFESSIONAL EXPERIENCE

Northwestern University – Farley Center for Entrepreneurship & Innovation, Evanston, IL   Dec 2016 – Present
Business Research Analyst (Part-Time)

- Strategic Planning: defining business model and monetization strategy for automating market segmentation and trends analysis, to empower student entrepreneurs quantify and validate hypothesis during different facets of their entrepreneurial journey
- Technology Adoption: implementing SharePoint and directing the transition of staff, faculty and students from G-Suite to SharePoint as their primary document management, collaboration and communication platform

Transforming Solutions Inc., Chicago, IL   April 2016 – Oct 2016
Business Consultant (Full-Time)

- Technology Roadmap: devised technology roadmap for biotech, retail and telecom clients' by prioritizing various current state business process requirements and future state organizational goals. Performed software assessment using weighted scoring model
- Technology Strategy: supported as-is assessment, business process mapping, configuration and implementation, of a distribution client's proprietary procurement and order management tool to NetSuite using agile methodology
- Reporting Dashboard: captured user and data requirements to create custom reports by applying formula fields and SQL expressions. Setup KPIs, trend graphs, meters in NetSuite to help business users identify trends, opportunities, or problem areas

Blue Cross Blue Shield Association, Chicago, IL   June 2015 – Dec 2015
Project Management (Internship)

- Planning: created project charter, formulated work breakdown structure for projects through SDLC for IT projects
- Facilitation: facilitated agile scrum meetings involving various stakeholders to implement web development project in sprints
- Financial Analysis: developed business case based on project managers requirement to automate creation of biweekly project financial reports. This involved strategizing requirements to collate data from various sources such as Hyperion, Microsoft Project and Excel
- Process Innovation: developed use cases and directed implementation of a knowledge management portal for project managers to document and validate project failures and successes. This is used to proactively identify and eliminate project risk and issues

Deloitte, Bangalore, India   June 2010 – July 2014
Business Technology Analyst - Consultant (Full-Time)

- Requirement Analysis and Design: defined use cases, analyzed business requirements, identified SAP ERP capabilities, designed and implemented customized technical solutions to support business requirements by working through key implementation lifecycles
- Data Analysis: performed quantitative and qualitative analysis of data in enterprise application to generate meaningful reports for use in assisting clients with strategic decision making
- SAP ABAP: gained expertise in automating business processes as a developer while working across finance, inventory management, manufacturing, sales and distribution and marketing modules while coordinating with various internal and external stakeholders
- Technology Implementation: prepared business use cases, technical specifications, run procedures and handled change requests for requirements comprising user-screen interface design, workflows, reports, data conversion, data validation and data loading

ENTREPRENEURIAL EXPERIENCE

- **Rezilncy:** founding member, currently identifying unique ways to create a sustainable business model to promote Microgrid adoption
- **Spot This:** developing content and user experience strategy for this New York based on-demand discovery service startup for fashion
- **DataScope:** performed market research and financial valuation relating to customer market environments for a data redacting tool

ACADEMIC PROJECTS

- **United Parcel Services (UPS):** analyzed driver dispatching data in order to propose cost-effective tractor and facility utilization
- **Navistar International**: identified trends in client's sales and warranty data in order to forecast warranty expenses over 5 years
- **JLL:** investigated data from sensors to determine the effectiveness of clients' smart lighting technology using SQL and Tableau
- **Ullo:** conducted user and market research and developed an integrated marketing plan to promote brand awareness and crowdfunding

PROFICIENCY: SKILLS AND TOOLS

ERP Implementation: SAP, NetSuite	**CRM:** Salesforce.com	**Analytics:** Weka, Tableau, SQL
Process Mapping: MS Visio	**Project Management:** JIRA	**Collaboration Tools:** G-Suite, SharePoint