

Abhay Omprakash Varma

B.E. Mechanical, MBA Marketing

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CAREER OBJECTIVE

Bringing on board a right mixture of creativity, analytical & strategic thinking with a deep understanding of the realities of business operations, which would enable me to grow while meeting organizational goals.

KEY SKILLS

- Power BI
- Advanced Excel
- Well versed with BCG matrix, Porters Five Forces, PESTLE, SWOT analysis, etc.
- Understanding of financial statements/Annual reports
- Accessing data bases such as Capital IQ, Factiva, Refinitiv, EMIS, MergerMarket
- Primary & Secondary Research
- Report Writing
- Market Estimation & Forecast

WORK EXPERIENCE

EY, SaT Pursuits, Advanced Manufacturing and Mobility Domain (Dec 2021 – Till Date)

Senior Analyst

- Preparing CXO decks.
- Working on spin-off projects across multiple workstreams such as peer benchmarking, organizational structure benchmarking, digital transformation, and TSR analysis.
- Conducting M&A opportunity analysis for multiple accounts, including target screening within core and adjacent segments.
- Developing market entry strategies for industrial domain clients in untapped geographies and expansion efforts.
- Implementing asset lite projects.
- Compiling combination analysis packs for multiple announced deals to identify value creation opportunities and synergies from portfolio, geography, and footprint overlap.
- Supporting partners in pursuing pre-deal and origination opportunities across various aspects for client companies.
- Conducting competitive benchmarking for clients to adopt a holistic approach towards identifying pain points and opportunities, including go-to-market strategy, cost-saving measures, and digital deployment.
- Assisting CXOs in providing strategic insights, including go-to-market pitches, industry analysis, and thought leadership papers.
- Undertaking multiple ad-hoc market research and competitive intelligence projects to support partners.
- Creating industry POVs used in business development and knowledge building.
- Proficient in sourcing, analyzing, and synthesizing data to derive actionable insights, contributing to clients' strategic decision-making in M&A, business enhancement, and opportunity assessment domains.

Evalueserve Industrial Goods Domain (Automotive, Automation, Metal Industry, etc) (March 2019 – Dec 2021)

Senior Business Analyst

- Providing competitive intelligence support to clients.
- Understanding requirements, scoping, executing, ensuring quality, and delivering results.
- Demonstrated experience in creating PowerBI dashboards.
- Utilizing secondary research methodologies to gather client-specific information.
- Liaising with clients through virtual meetings, emails, and telephonic conversations to discuss deliverables.
- Performing industry analysis, competitor analysis, and trend analysis based on macro-economic variables.
- Engaging with customers to understand the research objectives and assess the feasibility of the project.

Business Analyst

- Supporting the team with project work, including research and building client-ready decks.
- Creating marketing intelligence deliverables according to client requirements.
- Gathering and presenting data in accordance with customer needs.
- Assisting the marketing and sales teams in enhancing company revenue by providing project capability proposals and addressing client queries.

Grand View Research Inc. Chemicals (Sept 2018 – March 2019)

Research Analyst

- Communicated with customers to understand the purpose of the research and assess the feasibility of the project.
- Gathered data and presented it according to customer requirements.
- Accessed multiple databases such as Hoover's, S&P Capital IQ, Owler, Bloomberg, and Factiva.
- Reviewed annual reports to analyze strategies adopted, including mergers and acquisitions, distribution enhancements, product mix considerations, expansion strategies, etc.
- Consistently updated and maintained market reports and company profiles.
- Monitored associates' work and ensured quality standards were maintained.

Global Market Insights Pvt. Ltd., Chemicals, Automotive & Aerospace Domain (Jan 2017 – Aug 2018)

Senior Research Associate

- Creating syndicate and customized reports as per client requirements.
- Working on company profiles by analyzing company financials, press releases, etc.
- Executing company research, including SWOT analysis, recent developments, business models, product launches, financial data, expansions, key performance indicators, key stakeholders, mergers & acquisitions, signed contracts, patents, facility expansion, etc.
- Report writing entails analyzing and studying competitors, Porter's Five Forces, PESTLE analysis, supply chain, drivers, restraints, trends, opportunities, growth potential analysis, technology, regulatory landscape, cost structure, innovation & sustainability, etc.
- Preparing well-structured deliverables either in Word, PPT, or Excel format as required by clients for specific countries, regions, companies, or markets.
- Training and mentoring Research Associates across each project stage from communicating client requirements and work allocation to continuous review and supervision in analysis, secondary research, and discussions, thereby preparing deliverables.

Research Associate

- Analyzing gathered data and using models to estimate and forecast market size.
- Identifying growth trends of the market based on analysis of historical data and the current scenario of the market.
- Undertaking exhaustive research for deliverables and triangulating information and data points from various secondary data sources, conducting supply-side analysis, and validating through primaries.

Sumesh Industries, Ahmednagar (June 2014 – July 2015)**Design & Development Engineer**

- Conducting feasibility studies of new parts for development.
- Estimating the costs of press parts.
- Preparing prototypes of the components according to customer requirements.
- Possessing knowledge of designing jigs and fixtures and maintaining and replacing wearable parts.
- Understanding tooling & its components along with wearable parts of special-purpose machines.
- Preparing PPAP documents and obtaining approval from customers.

Free Lancer Aptitude Trainer & Consultant**Conducted Training on following modules**

- Arithmetic Aptitude
- Verbal Reasoning
- Data Interpretation
- Logical Reasoning
- Nonverbal reasoning
- Puzzles

BASIC ACADEMIC CREDENTIALS

Year of passing	Degree	Percentage
2017	MBA-Marketing, Pune University	60.90%
2014	B.E. Mechanical, Pune University	61.33%
2009	HSC, Pune Board	66.17%
2007	SSC, Pune Board	74.76%

EXPERIENTIAL LEARNING (MBA Marketing)

Organization: - H&R Block

Project: - Customer expectation and gap identification with respect to tax filing services

Project Highlights:

- Responsible to drive the business development activity
- Arranging diverse promotional activities online and offline to educate the clients about online mode of tax filing and boost the sales for organization
- Worked on the business analysis part to understand the gap in business process and present suggestions to the respective team to make an effective system
- Developed a partner and alliance program designed to generate leads in new markets
- Responsible for expanding client database, maintaining a positive relation with existing clients, managed sales pipeline, negotiated contracts, ensuring customer satisfaction by addressing account issues
- Monitoring activities of competitors such as Clear Tax
- Successful in closing deals in Pune region such as HSBC, Serum Institute, Avaya, Duetsche Bank
- Involved in on-field promotional activities

EXPERIENTIAL LEARNING (B.E. Mechanical)

Organization: - Eaton Corporation (Ahmednagar)

Project: - Building operational excellence via lean manufacturing & continuous improvement tools

Project Highlights:

- Implementing LEAN manufacturing and CI tools
- Implementing 5S and value stream mapping tools
- Determining Takt Time
- Poka-yoke
- Reducing non value added activities in the valve manufacturing and improved productivity

CERTIFICATIONS

- Digital Marketing
- 6 Sigma Green Belt
- Dale Carnegie
- Cross Functional decision making and business impact

CO-CURRICULAR ACTIVITY

- Vice President of Marketing Forum
- Volunteer for multiple activities

PERSONAL DETAILS

- Father's Name :- Omprakash Varma
- Date of Birth :- 14 August, 1991
- Language Known :- English, Hindi & Marathi
- Marital Status :- Single
- Nationality/Religion :- Indian
- Interest & Hobbies :- Music & badminton

DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

Place: Pune
Date: Feb 2024

Abhay Varma
(Signature)