

Strategic and results-driven professional with a focus on management consulting in the strategy consulting industry. Seeking challenging opportunities to leverage expertise in business strategy, research, analysis, and product management.



PROFILE SUMMARY

- ❖ Over 8 years of diverse experience in business management, with a specialization in market research, business analysis, and strategic consulting across multinational organizations.
- ❖ Proficient in strategic consulting, with a focus on management consulting, leveraging expertise in analyzing business challenges and devising effective solutions to drive organizational growth and performance improvement.
- ❖ Demonstrated success in providing strategic guidance to organizations across various industries, assisting clients in identifying opportunities, mitigating risks, and achieving their business objectives.
- ❖ Experienced in conducting in-depth market research, competitor analysis, and industry benchmarking to inform strategic decision-making processes and enhance competitive positioning.
- ❖ Skilled in developing and implementing strategic frameworks, business models, and operational strategies to address complex business issues and drive sustainable business results.
- ❖ Effective communicator with a proven track record of building strong client relationships and collaborating with cross-functional teams to deliver high-impact consulting solutions tailored to meet client needs and objectives.

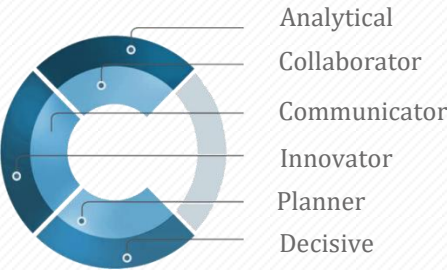


CORE COMPETENCIES

- |                        |                                   |                       |
|------------------------|-----------------------------------|-----------------------|
| ➤ Trend Analysis       | ➤ Consumer Behavior               | ➤ Product Management  |
| ➤ Competitive Analysis | ➤ Industry Insights               | ➤ Roadmap Development |
| ➤ Strategic Frameworks | ➤ Digital Transformation Strategy | ➤ Project Management  |



SOFT SKILLS



EDUCATION



Post Graduation: PGDM from Kirloskar Institute of Advanced Management Studies, Harihar, KA



Graduation: B.Pharmacy from Manipal College of Pharmaceutical Sciences, Manipal, KA



WORK EXPERIENCE

Senior Associate

My Digital Agency | Pune, India | Current Experience

Responsibilities:

- ❖ Tailoring solutions to drive client success by understanding strategic goals, challenges, and pain points.
- ❖ Continuously conducting comprehensive market research and competitor analysis to anticipate industry trends and identify opportunities and threats.
- ❖ Actively developing high-level application architectures, workflows, and innovation strategies for management review, facilitating streamlined productionalization.
- ❖ Managing diverse strategy and analysis-based projects, including content curation, technical and business-related research, and ideation for potential solutions.
- ❖ Leading initiatives in emerging technology trends, strategic frameworks, and market landscapes, such as competitor matrix and curation projects on AI, VR, Big Data, Blockchain, and startups.
- ❖ Driving digital transformation projects, GTM strategy development, and innovation roadmaps, contributing to M&A activities by identifying potential startups and conducting basic due diligence.
- ❖ Coordinating with business teams to discern needs and challenges, fostering strong collaboration with Technology teams to translate strategy into technically feasible solutions.
- ❖ Front-facing team operations, ensuring seamless coordination between team and clients, providing guidance for successful project completion.
- ❖ Crafting pitch decks for presales and strategizing project milestones for consulting engagements.
- ❖ Overseeing onboarding of new associates, providing comprehensive training and mentorship to cultivate independence.

**Responsibilities:**

- ❖ Spearheaded B2B business development initiatives for automotive lubricants, focusing on Asia Pacific markets, and successfully entered new markets like Bangladesh, Malaysia, Myanmar, etc.
- ❖ Collaborated across teams to strategize promotional plans for distributor markets, aligning with client and management objectives, and ensured seamless supply chain management internally.
- ❖ Conducted primary and secondary market research to generate leads and gather market feedback, enhancing decision-making processes.
- ❖ Analyzed competitors to identify gaps and opportunities for product customization, optimizing market positioning and competitiveness.
- ❖ Developed expertise in trade finance documents like LCs and invoices, ensuring accuracy through proofreading and effective coordination with finance and logistics teams.

**TECHNICAL SKILLS**

- ❖ Google docs.
- ❖ MS Office
- ❖ Python
- ❖ SQL

**ACHIEVEMENTS**

- ❖ Secured the top position in the IIT Madras Strategy & Technology course (2023) with an outstanding achievement of 98% marks.
- ❖ Topper in the IIT Kharagpur Project Management course (2024) with an outstanding achievement of 80% marks.
- ❖ Received Out of Turn increments annually for exceptional performance throughout my tenure with the current company.
- ❖ Ascended from Research Analyst to Senior Associate, currently overseeing a team of 6 members.
- ❖ Instrumental in expanding the research department from 2 to 6 members, contributing to its successful growth.
- ❖ Played a pivotal role in increasing the company's research contract value by 300% since joining.
- ❖ Demonstrated exceptional coordination skills, leading a team of 6 research members effectively.
- ❖ Successfully completed over 200 projects, including deep dives, due diligences, market entry projects, discovery curations, consulting projects and strategic initiatives, presenting findings to esteemed multinational corporations such as Ulta , Chanel, GSK, Circle K and popular Indian companies as well.
- ❖ Played a key role in researching platforms and startups for multi-billion-dollar retail organizations, facilitating successful million-dollar deals through M&A or investment.
- ❖ Co-authored articles on "State of Innovation in 2021" and "The Importance of Organizational Agility" published in Medium.

**CERTIFICATIONS**

- ❖ Achieved "Project Management" certification in 2024 from IIT Kharagpur via the NPTEL platform, earning the Silver certificate as the course topper.
- ❖ Achieved "Strategy & Technology" certification in 2023 from IIT Madras via the NPTEL platform, earning the Gold certificate as the course topper.
- ❖ Attained Interplay "Leader Certification," mastering the LCNC platform fundamentals.
- ❖ Secured IBM certifications in "Python & SQL" and "Databases and SQL for Data Science with Python," receiving Honors recognition.
- ❖ Currently advancing skills through pursuit of "IBM Data Science Professional certification" on Coursera.
- ❖ Completed a workshop on "Management Consulting" facilitated by Growth School.
- ❖ Attained certification on Value creation method from Northeastern University through Coursera platform.

**PERSONAL DETAILS**

**Date of Birth:** 13th May 1987

**Languages Known:** English & Hindi

**Address:** Pune , India