

PRANAV PRASHAR

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PROFILE SUMMARY:

Offering around **18** years of progressive hands-on experience delivering enterprise level innovative solutions. Domain specialization includes Marketing, Sales, Finance and client facing solutions.

Delivery capabilities includes **Business Intelligence** and **Analytical** solutions utilizing traditional, **Big-Data**, applied **Data Science** principles (NLP, text analytics, machine learning and social media analytics), **Artificial Intelligence** (Chat bots, RPA), **Data Virtualization** (Azure data lake, PAAS, IAAS), **Design Thinking** (UX, CX, Innovation), **Enterprise Architecture** (Data, Business, Infrastructure), and **DEV-OPS** (Azure, JIRA) to nurture web and mobile applications for global internal and external customers. Proficient in strategic management and tactical delivery (technology, design, scope, budget, resources and vendors) utilizing **SDLC** or **AGILE** methodologies.

Core vertical expertise includes CPG/Retail, finance, e-Commerce, Martech, health care, pharmaceutical & product development. Thrives in fast paced entrepreneurial environment.

DIFFERENTIALS:

- ✓ Managed portfolios and platforms (development & support)
- ✓ Broad Experienced in scoping, proposals, POC, road maps, architecture & presentations)
- ✓ Innovative delivery and people management
- ✓ Experience working directly with "C-Suite" stakeholders

WORK EXPERIENCE:

CHURCH & DWIGHT (Arm & Hammer), NJ

/ MAY 2016 – Mar 2019

Director Global Analytics and Innovations: Led global data science, AI and analytics team to create and expand COE for innovative and digital solutions across global business verticals including Marketing (with CMO), Finance (with CFO), Sales, Supply Chain and R&D. Global region includes NA, EMEA and APAC.

BRISTOL MYERS SQUIBB, NJ OCT 2014 – APR 2016

Technical Delivery Manager: Working in RDO department on multiple enterprise initiative to implement Agile Business Intelligence solutions, BPM implementation and Data driven solutions for big-data applications.

MORGAN STANLEY, NYC / AUG 2005 – July, 2014

Techno-Functional Project Manager: Worked in Global Wealth Management division on various enterprise projects focused on delivering Business Intelligence, Client Reporting and data driven projects/platforms. This unit was part of CITIGROUP which got merged with Morgan Stanley.

BANK OF AMERICA, NC / OCT 2004 – JUL 2005

Senior Consultant: Worked at their HQ in Decision Support Application group in defining strategy and led enterprise wide Business Intelligence initiative implementation.

MAGELLAN HEALTH SERVICES, MD / DEC 2001 – OCT 2004

Project Lead/Business Analyst: Worked at Analytical Services Department wherein led multiple web development, business intelligence & Data Ware House projects across locations in North America.

ACTUATE CORPORATION, CA / OCT 1999 – NOV 2001

Principal Consultant: Worked at multiple fortune-100 clients to implement Actuate product. Key clients: JP Morgan Chase, Marsh & Macmillan, PeopleSoft, Novell, Siebel, Mellon Bank.

CERTIFICATIONS:

MIT: AI Business Strategy

PMP (Project Management Institute)

Agile Scrum Master

Microsoft Certified Professional

NASD Series7 intense training (Citi Group, NYC)

WORK EXPERIENCE:

# 01 GLOBAL ANALYTICS & DATA SCIENCE				
Church & Dwight, Ewing, NJ				

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
N/A	30+	3 Years	Enterprise	Director Global Analytics and Innovation

Functional Areas: IT, Marketing (Martech), Salestech, Finance, HR & Supply Chain

Technology: Azure, Azure data-lake, Apache Spark, ElasticSearch, MS Power BI, Denodo, Blue Prism, SQL-Server, NO-SQL, Hadoop, Data Warehouse, SAP, R, Python

Delivered: Fluid cloud based Azure data-lake, Data virtualization architecture, setup new analytics department (COE), Setup new data science and innovation lab, incubator to promote cost-effective and scalable open source Platform, manage delivery of SAP and traditional data-warehouse environment, enterprise power-BI rollout, Direct-to-Consumer platform, Enable Ecommerce analytics, POS integrations, trade promotion, price Elasticity, social media analytics, digital marketing, Chat BOTS, RPA, video driven solutions including customer reviews, training, etc.

Role & Responsibilities:

- Working directly for CIO, CFO and CMO along with cross functional VPs, business partners, and other stakeholders to lead, envision, develop business cases, strategies, RFPs, and explorations of solution for analytics COE.
- Managing analytics department which comprise of business, functional and technical analysts. Onshore and offshore.
- Core point of contact and accountability for the stakeholders to deliver innovative analytics, data science and AI driven solutions. Responsible to manage team of data scientists, architects, analysts, programmers, cloud infrastructure, security, governance and managed services (vendors).
- Responsible to develop strategic business analytic and AI road map and provide clarity around people, process, and data and how they work together to support business needs and challenges
- Since COE is horizontal function, responsible to work collaboratively across business functions including domestic and international marketing, sales, finance and supply chain organizations.
- Identify, manage, and bring to resolution program risks/ issues. Escalate major project risks to scope, budget, or timeline to appropriate escalation points in a timely manner.
- Analyze business intake and determine the best approach to creating successful delivery solutions effectively with budget, scope and strategic objectives.
- Lead and facilitate meetings with clients, vendors, and stakeholders, and conduct productive technology project team status/review meetings.
- Implemented innovation incubator lab wherein promote cutting edge in-house solutions.
- Organise and facilitate company wide round-table and monthly technical learning forums. Responsible to partner with Microsoft to conduct monthly analytics training sessions focused on PowerBI, Azure and Python best practices.
- Successfully delivered several "first" initiatives including cloud based data-lake for real-time data ingestion from 4 global regions, marketing analytics, direct-2-consumers websites, trade promotion analytics on large data-sets, sales predictive analysis application, etc.
- Responsible to manage vendor relationships, budget, people management, IT leadership forums, vision and roadmaps.

01 RESEARCH & DEVELOPMENT OPERATIONS (BIOPHARMA) Bristol Myers Squibb, Princeton, NJ

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
N/A	5+	1+ Year	Enterprise	Agile BI Delivery Manager & Solutions Architect

Technology: Tableau, Spotfire, Cognos, MS Power BI, Apache Spark, Elastic Search, PEGA, Denodo, Informatica, Oracle, NO-SQL, Hadoop, Data Warehouse

Delivered: Agile BI POC, Data virtualization sandbox, Data blending using complex algorithms, Drug discovery analytical dashboard, Manual to BPM process automation analysis and prototype for application Trac (Risk & Opportunity change management)

BACKGROUND: Bristol Myers Squibb initiated multiyear enterprise program IBC (Improved Budgeting & Costing) which Constitutes many inter-related projects: A) Implement Agile BI practices via data virtualization B) Strategic roadmap and architecture for futuristic Data Warehouse C) Implement BPM automation product across research and medical studies departments D) Envision and create data driven stories with clinical data to promote culture of self-service data discovery directly by end consumers.

ACCOMPLISHMENTS:

1. Project owner for envisioning, architect re-design and articulate agile BI design proposal to senior management. This includes engaging required vendor and resources (Denodo, Informatica, PEGA, Spot fire, Microsoft) to identify, develop, integrate and deliver data driven architecture, technology roadmaps, and computation framework, managing entire SDLC/PLC for project and product deliveries.
2. Responsible for MDO-PPM reporting suite for FRM and pharmaceutical studies management team. Involved in managing project delivery and solution implementation utilizing Cognos, Oracle, and Informatica. Responsibilities includes capturing business requirement, estimates, technical delivery plan, QA, UAT, data integration and risk management. Also responsible for managing and coordinating delivery from multiple vendor resources including Accenture and Planisware for quality code integration and delivery. Reports suite includes studies pipeline by therapeutic area, disease, geography, BOW, cost, etc.
3. Responsible for managing technical product delivery for BPM automation project. This requires understanding TRAC business requirement and existing architecture, re-align and automate existing manual process utilizing PEGA-BPM software. Task includes mobilize multiple vendor resources including Pega, Accenture and enterprise architecture group to have requirements captured, prototype, build, interface integration and delivery. Responsible for understanding requirements, BPM workflows, BPM architecture, integration with existing portals, cloud hosting, BPM security integration and creating custom reporting using PEGA 7.1.
4. Involved in enterprise Business Intelligence vendor selection and POC to implement strategic extended Data Warehouse and platform architecture for data scientist for machine learning enablement which includes predictive analytics, statistical modeling and algorithms for trends, classification, risk, etc. along with visualization and dashboards. This includes tools like Microsoft Power BI and Azure Machine Learning capabilities, Tibco Spotfire, Tableau and Denodo.
5. Key technical design contributor in enterprise data-hub project wherein initiative scope includes designing big-data lake architecture, re-architecting data ingestions sources, enabling real-time data streaming in multi-tenant cloud based environment. This includes leading multiple POC's and environment set-up for enablement of Hadoop, Apache Spark, NOSQL, Apache Kafka, Elastic Search and Node.js tiers supporting micro-services based implementation.

WORK EXPERIENCE:

Morgan Stanley, Wall Street, NYC

Successfully led several enterprise business intelligence and data driven enablement projects/programs utilizing data warehouse, data marts, data lake and OLAP based architecture to deliver statements, pitch books, portfolio reporting, risk/return analysis, alerting, **FA desktop** based applications/platforms.

01 STRATEGIC PERFORMANCE REPORTING (SPR) Morgan Stanley, NYC

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
20 Million	50+	3 Years	15K	Technical Project Manager (Client Reporting)

Technology: SAP-BO, Crystal Enterprise, Adobe Lifecycle, Angular JS, HTML, Sybase, DB2, Java, Eclipse

Delivered: Client Reports in PDF, Dashboard, NAS storage, rule based dynamic disclaimers contents

BACKGROUND: Morgan Stanley top 10 strategic initiative launched in 2012 to create single cohesive performance reporting and analytical platform for entire FA population. Challenges includes consolidating data and functionality feeds from 20+ existing applications, merging real time data feeds, applying new technology stack, delivering adhoc and schedule reports within SLA, generate around 2million reports on a given weekend for distribution, consolidate legacy and new Asset Allocation, Benchmark & Performance calculation platforms, backward compatible and wider users training/adaptation.

ACCOMPLISHMENTS:

1. Project Owner for end to end business intelligence delivery of this firm level initiative.
2. Created business intelligence implementation architecture, technology stack evaluation and selection, core reporting framework components, security implementation and scalable infrastructure.
3. Created and proposed reporting suite design UX, re-usable visualization standards, BI vendor selection and onboarding.
4. Successfully conducted various enterprise reporting POC to help management take appropriate decision regarding viable solutions for BI implementation strategy from scope, cost, business alignment and scalability perspective.
5. Proposed, created and implemented single cohesive reporting delivery solution to meet both adhoc and batch reporting requirements. To meet SLA, created modular and smaller report design structure which dynamically reacts/adjust per data.
6. Played instrumental role in evaluating, selecting and negotiating Software vendors for chosen platform. This includes attending and arranging several learning, training & deep dive sessions with 8-10 Vendors. Major vendors includes IBM, SAP, HP, BIRT, etc.
7. Key point person to manage and interface with various business groups. Delivery manager for entire Business Intelligence related requirements including expectations, Functionalities, scope negotiations, functionalities prioritization, BRD & FRD reviewer, technology selection, implementation and all related approvals from technology Organization.
8. Created and delivered suite of reports to support, account level, Household, CAG level reporting in pixel perfect format. Report Complexities includes complex algorithms, charts, calculation, etc. Functionalities covered includes performance, risk, asset-level, Equity, fixed-income, alternative investments, etc. reporting.
9. Managed BA resources to deliver required functionalities in FRD and sphere head any cross departments JAD sessions. Supervised team of onshore technical (4-5 resources), onshore business analyst (2-3) and offshore technical team (7-10 resources).
11. Hire, train and retain technology resources. Directly managed team Of 10+ people with mix of onshore/offshore.
12. Delivered suite of 50+ financial reports using design standards, dynamic mixing of report pages, personalization, smart cover page, etc. Reports audience includes synchronous and asynchronous user request.
13. Responsible for resource allocation, budgets, forecasting, vendor management and resources time management.

02 SOCIAL MEDIA ANALYTICS Morgan Stanley, NYC

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
3 Million	10+	1 Year	500+	Technical Business Analyst

Technology: Tableau, Hadoop, No-SQL (Apache Couch), Java

Delivered: Dashboard, Reports, Web Portal integration, sharepoint

BACKGROUND: Morgan Stanley initiated social media enablement platform for FA's to effectively utilize, benefit from Social data which have become one of the key source for prospects, marketing and clients service model. Firm initiated pilot software SocialWare.com to monitor feasibility and ROI of implementing social media enterprise platform.

ACCOMPLISHMENTS:

- 1. Responsible for understanding & analyzing social media vertical and implementation strategy with Pros/Cons of social media relates to financial industry.
- 2. Delivered core social media matrix for Analytics purposes which includes: Discovery (multiple channels), Analyze (Geo based, Hashtag, gender, trends, influencer, etc.), customer engagement (contextual contents via twitter & Facebook), Measure (channels data based on various attributes) & Action flow (responses & ROI)
- 3. Responsible for understanding high volume of unstructured data flowing in from multiple social media channels. Used NO-SQL data approach to create meaningful insights and KPIs.
- 4. Responsible for creating daily dashboards and KPI's on social data trends using TABLEAU for senior management.
- 5. Delivered implementation road map with resource and cost estimations to implement vendor based social media product

03 PORTFOLIO MANAGEMENT, ALERTING & ANALYTICS
Morgan Stanley, NYC

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
5 Million	12+	2 Years	8K+	Technical Project Manager
Technology: Actuate, BIRT, JSP, Flex, DB2, Java, HTML				
Delivered: Web Application, Client Reports (PDF & HTML)				

BACKGROUND: Application developed for FA's to create, monitor, rebalance and evaluate client's portfolios/ performance. Some of the major modules includes Portfolio summary, portfolio grouping, asset allocation guidelines, add outside accounts, details on Asset class, sector class, Equity (Level1/Level2) and fixed income details, etc. System provides detailed customized investment reporting for clients/ prospects in on-demand environment aggregating data semantics from various performance and non-performance systems. Reporting suite includes collection of highly complex and graphical exhibits based on FA's preferences. Reports aggregation supports various levels i.e. individual account level, consolidate accounts, portfolio and household levels

ACCOMPLISHMENTS:

- 1. Acted as application owner wherein primary between business and technology.
- 2. Created and implemented application reporting architecture, integration mechanism, scalable server infrastructure clustering for 24x7 application availability, LDAP integration and SSO with front-end application.
- 3. Created reporting design standards, coding methodologies, re-usable reporting components, complex graphs and charts, dynamic report content generation, standardized parameters and layouts for fluid UX experience.
- 4. Managed team of 5-6 developers including offshore, conducting weekly meetings with Business/technology, conflict management, scope creep, risk management, change management, project tasks prioritization, etc.

04 REPORT CENTER
CITI Group, Wall Street, NYC

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
3 Million	8+	15 Months	8K+	Project Lead
Technology: Actuate, JSP, Adobe Forms, DB2, Java, HTML				
Delivered: Web Application, Client Reports (PDF & HTML)				

BACKGROUND: Project targeted to deliver suite of reports to over 10,000+ FA's responsible for client portfolio management. Systems main features includes: data aggregations from heterogeneous sources, highly customized report components/exhibits, delivered as single/consolidated package with pixel perfect crispness for printing, highly scalable architecture, contents and layouts strictly adhering on market standards dictated by Addison specifications. Application

provides easy navigational portal for FA's to create and schedule reporting orders, generate and print reports and statements, key reports includes Asset Allocation, Fixed Income, Manager performance, Account summary & details, Risk Returns, Top holdings performance, index and benchmarks performance, dynamic disclaimers, etc.

ACCOMPLISHMENTS:

- 1. Acted as primary point between business and technology.
- 2. Worked as a solution architect and lead developer wherein created and implemented superior enterprise wide reporting architecture factoring application yearly usage growth and complex third party data dependencies.
- 3 Implemented solution to leverage data feeds from multiple sources, apply cache for faster performance and cater reports to both on-demand and batch users.
- 4. Delivered multiyear project under time and cost constraints by effectively managing entire SDLC phases.
- 5. Team/Project recognized by business as *top* satisfactory deliverable for quarter (Q4, 06) and was among top 10 Smith Barney technology initiatives of 2006.

05 RETIREMENT INCOME PLANNING TOOL

CITI Group, Wall Street, NYC

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
1 Million	5+	12 Months	3K+	Project Lead

Technology: Actuate, Adobe Flex, DB2
Delivered: Web Application, Client Reports (PDF & Flash)

BACKGROUND: Application designed for FA's to help propose, plan and allocate clients investment strategies for post-retirement income generation. Functionality includes highly complex algorithms for calculating income and expenses segments, based on client portfolio specific requirements.

ACCOMPLISHMENTS:

- 1. Application architect and designer for front-end, business layer and reporting tier.
- 2. Key contributor in envisioning application end state via wireframes/prototype based on functional specifications.
- 3. Coded and created various re-usable components using MXML & Adobe Flex. Those components were used as base libraries by other developers.
- 4. Designed and created several re-usable reporting libraries using Actuate basic library. This includes various charts i.e. bar, don ought, bar, etc.
- 5. Managed entire project SDLC deliverables and development teams (onshore/offshore)

01 ENTERPRISE DATAWAREHOUSE REPORTING

Magellan Health Services, MD

BUDGET:	RESOURCE:	DURATION:	USERS:	ROLE:
5 Million	10+	3 Years	5K+	Project Lead

Technology: Actuate, Cognos, DotNet, SQL-Server, Oracle
Delivered: Web Application, Client Reports (PDF & Web Based)

BACKGROUND: Enterprise wide initiative to implement uniform standard reporting and analytics platform across the firm. This includes implementation at 5 different geographical locations. Platform to be build ground-up factoring DW schema and requirements. Scope includes software selection, vendor, infrastructure, design and development of 100+ reports, QA, UAT, pre and post production support, implementation of development standards, users training manuals and management reporting.

ACCOMPLISHMENTS:

- 1. Interacted with Magellan business users/analysts for system requirements, participate in project feasibility and scoping, develop and setup base framework for web reporting as per requirements of different line of business, help

resolve there queries regarding product implementations and integrations within the organization, developing web prototype and forms as per user requirements.

2. Major contribution in designing data warehouse tables as required for BI reporting and implementation.

3 Led team of report developers across multiple sites for developing actuate reports and server supporting applications including applications for populating selection screen for report parameters, managing reporting server farm, encyclopedia via external application, batch reports conversion to PDF and Excel using Java / SOAP applications. Total team size was 7-10 developers.

4. As project leader, developed re-usable components and libraries, designed reports templates as per specifications, created pre and post – implementation project documents, defining report development standards, created server security documents, and server administration tasks and managing team of report developers.

5. Successfully initiated enterprise wide BI practice with COGNOS which includes managing team of Cognos report developers and Power Play Enterprise Server.

6. Actively participated in providing training to business users and developers on actuate, cognos and related data warehouse software consumed within organization. This includes extensive travelling to 6+ locations in America.

7 Responsible for delivering presentations, training and conducting JAD sessions across locations with business, claims and call center groups to understand and visualize requirements and propose strategy.