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| Avanthi Reddy  Obulreddigari | |  |  | | --- | --- | | Ivette Simo 2ª. Piantini, D.N. |  | | +1 829 765 1271 |  | | oavanthireddy90@gmail.com |  | | Linkedin.com/in/avanthireddy |  | |  |  | |

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|  | OBJECTIVE |

Collaborate at a recognized and innovative organization through developing business opportunities, while implementing Information Technology tools and strategic optimization. Furthermore, I aim to be an important asset for the continuous improvement and modernization of the industry.

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|  | Experience |

## Board Member | Own The Trip, USA and ECUADOR

### Jan 2018 – Present

* Own The Trip is a platform that connects traveler’s unique requests with the right providers. The providers send customized offers based on the traveler’s requests and the traveler can then choose the offer they like.

## Project Manager | Best Roses, USA and ECUADOR

### july 2018 – July 2019

* Overseeing the entire business and operations of exporting roses to the United states
* Development of marketing model, SEO optimization, and social media target campaigns.
* Creating business expansion strategies for entry into other flower export industries.

## Chief Marketing Strategist | MITIENDA CORP dba mi.tienda

### SEP 2016 – july 2018

* eBusiness assessment for [www.mi.tienda](http://www.mi.tienda) (eCommerce startup founded by Explogic LLC)
* Structuring of commercial and monetization model
* Development of marketing manual and industry-specific campaigns.

## Chief Information Officer – Board Advisor | Explogic LLC, USA and ECUADOR

### SEP 2016 – july 2018

* American holding corporation with a software development house in Quito, Ecuador.
* Development of internationalization strategies for Explogic’s startup incubator program, including guidelines for setting up domestic and international entities, as well as accessing international Venture Capital funding.
* Structuring processes for the Project Portfolio Management methodology to be applied for current and future projects. [www.explogic.solutions](http://www.explogic.solutions)

## Core Business IT Analyst | Zions Bancorporation, USA

### Feb 2016 – OCT 2016

* Fixed term consultancy within one of the largest banking projects undertaken in USA. The new system developed by Zions allowed a seamless merger among 6 financial institutions acquired by Zions Bancorp.
* Testing and analysis of the new Core Banking implementation with emphasis in Consumer Lending, Commercial Lending and Syndication of Products.
* Documentation of potential test cases, testing code drops in different environments and streaming operational processes within the Lending portfolio of Zions.

## Management Consultant | LinkupHealth, USA

### Dec 2015 – July 2016

* Startup born as a Carnegie Mellon University spinoff.
* Analysis and assessment to improve the company’s brand value.
* Designing a business development plan while working closely with the founders.
* Formulating creative business and IT strategies to acquire target niche audiences.

## Business Analyst | The Royal Bank of Scotland, India

### May 2012 – Jan 2014

* Financial analysis of customers' trends related to variations in requests for commercial loans, letters of credit, deposits made and fees collected.
* Investigating and recommending measures to optimize the flow of vendor payments.
* Coordinating with the treasury department regarding the daily changes of financial metrics to be entered into the bank's systems.

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|  | Education |

## Masters in eBusiness Technology | Carnegie Mellon University, USA

### 2014 – 2015

MSIT eBiz is a flagship Master’s program of the School of Computer Science of Carnegie Mellon University, ranked #1 in Computer Science in the world by the Wall Street Journal review.

## MBA | Vellore Institute of Technology, India

### 2011 – 2012

Major in Marketing and Human Resources with a Minor in Finance.

## Business Administration Bachelors | Vellore Institute of Technology, India

### 2006 – 2010

Comprehensive B.B.A. program with a specialization in Finance.

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|  | Skills |

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| * Project and management consulting * Business development and strategy | * Marketing and Finance Analysis * IT: Big Data, Data Bases, Software Dev * Languages: English, Hindi, Spanish |

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|  | Other Relevant Projects |

* Big Data and Data Mining for consumer trends.
* ERP Supply Chain process optimization and automation, including inverse electronic auction systems.
* User Interface Design and Testing.
* Software and web application development, as well as iOS and Android apps.

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|  | References |

* **Camilo Cruz** | CEO at mi.tienda - USA

[camilo.cruz@mi.tienda](mailto:camilo.cruz@mi.tienda)

+1 202 430 6504

* **Cecilia Amaluisa** | President at CEPP, Ecuador

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