

Dear Sir/Madam,

I would like to work with you in a consulting capacity in the area of **Corporate Strategic Innovation** at your esteemed firm and offer a brief career introduction of myself.

Since September 2018, I'm an independent Management Consultant specializing in **Strategy & Innovation**. Please visit the following links for more information:

My Consulting Website: <https://www.purplesteercon.com/>

My LinkedIn Profile: <https://www.linkedin.com/in/saurabhhandigol/>

Before that I was a Management Consultant with a boutique firm specializing in business transformation. I got sufficient exposure to how management consulting works with its pros & cons, and spent a fair amount of time making proposals, conducting industry research and working with clients.

Prior to that, I concluded a fruitful assignment as Strategy Consultant with an Embedded Automotive start-up in Bangalore to explore industry opportunities surrounding ADAS and map the tech/product/market roadmap of the company, paving the way for next steps in operational execution.

Prior to this, as Strategy Consultant, I worked with a Cloud Business Intelligence start-up called Nanobi. In a short period of time, I formulated the go-to-market strategy for their platform, articulated an industry-centric vision around 'Information Virtualization' and developed the collateral for marketing. Key take-aways include establishing a singular value proposition for key segments, articulating relevant concepts that overhaul legacy pain points and aiding customer conversion and retention with a consistent brand architecture.

Along with my previous stints in presales and business process re-engineering, I've built a competence for responding to fast-moving circumstances surrounding a technology/product/market, extracting value out of day-to-day conversations/discussions at all levels and taking iterative steps in a new direction with an eye for detail. By having worked with a diverse set of customer-driven incumbents as well as risk-taking start-ups, I assimilate new paradigms quickly and get excited by industry change. My repertoire of strategic experiences has grown progressively to work in a growing ecosystem of partners and competitors.

I now prefer to engage with you and create tech/product/market strategies with your core teams. In particular, your company excites me because of the immense opportunity to collaborate at the leading edge in shaping innovation. My chequered career so far has endeared me to '*what WORKS*' with a pragmatic approach toward problem-solving and an entrepreneurial zeal to learn from circumstances as they arise. My 'diversity of experiences' with short yet rich themes in some of the best industries of all shapes and sizes such as *Software Defined Storage, Cloud Business Intelligence, Lab based IP Services, Automotive Embedded, Banking Software, Telecom, Semiconductors, Consumer Electronics* etc. has helped me gain a holistic understanding of the global elements that contribute to game-changing disruption.

With a background that includes interesting successes in Go-To-Tech/Product/Market for clients and a disciplined approach toward sporty growth, I'm confident that I would deliver performance for a long-term valuable impact to your organization.

Thanking you,

Sincerely,  
Saurabh Handigol  
Bangalore  
Mobile No: (+91) 9986508480

**Saurabh Handigol**  
**Strategy & Innovation Consultant**  
Mobile: (+91) 99865 08480  
E-mail: [saurabh.handigol@gmail.com](mailto:saurabh.handigol@gmail.com)  
LinkedIn: <https://www.linkedin.com/in/saurabhhandigol/>  
Website: <https://www.purplesteercon.com/>

## SUMMARY

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- *A keen understanding of Technology, Product & Market as a trinity for 'Strategic Innovation' when faced with complex and emerging industry scenarios*
- *In-house consulting experiences across industries*
- *Successfully negotiated an S-Curve / Learning Curve again and again and again across 20 years for maximum evolution*
- *20+ years of research on Humanity & Global Geopolitics*
- *Intimate familiarity with DISRUPTION as the greatest concept of the 21<sup>st</sup> century*
- *Aspire to work in a global environment to collaboratively innovate around new technology, product and market strategies with scalable business models*

## WORK EXPERIENCE

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**PurpleSteer Consulting, Founder / Strategy & Innovation Consultant**  
**September 2018 – present**  
**Bangalore**

Disrupting traditional Management Consulting

A substantial in-house consulting model based on **The Natural World** that can make intelligent sense of observed patterns of sustaining & disruptive industry histories, and predictably as well as proactively address changing technology, product and market dynamics in order to invent a future.

Website: <https://www.purplesteercon.com/>

Currently a passive observer/advisor to startups

Have previously worked with an array of leading-edge startups such as CloudByte, Nanobi, AllGo Systems, GS Lab, etc. to formulate Go-To-Strategies: GTM (Go-To-Market), GTP (Go-To-Product) & GTT (Go-To-Tech).

**Designs In Change, Strategy Consultant**  
**March 2018 – August 2018**  
**Bangalore**

Designs In Change is a management consulting firm specializing in business transformation. I worked in client engagements, created consulting proposals & performed industry research.

The last feather in my cap of having worked with a quintessential management consulting firm with all its drawbacks, laying the foundation for a 100-year disruption: PurpleSteer In-House Consulting

**AllGo Embedded Systems, Strategy Consultant**  
**June 2015 – September 2015**  
**Bangalore**

AllGo Systems is a leader in car infotainment and diversifying into other areas such as ADAS and Machine Vision.

Exploring a new growth initiative as a desirable adjacency while leveraging the company dna in order to diversify. Married the ADAS industry requirements with the company core competencies to enter ADAS at an appropriate point in the value chain. The company had expertise in SDKs and Machine Vision. Based on the ADAS industry analysis, I recommended an approach of creating a Vision SDK and partnering with silicon vendors.

Studied the ADAS Opportunity in the Embedded Automotive Value-Chain and segmented the various Tech/Product/Market strategies of key vendors. Explored interdependencies between Sensor, HW & SW architectures, state-of-the-art for enabling ADAS performance, advantages of late-stage mass market modularization, AllGo System capabilities and recommended an approach of combining Middleware and Machine Vision into a product and partnering with silicon vendors.

This experience has given me a strong foundation to look at complex tech/product/market ecosystems, map strategies and leverage internal capabilities to fit into the leading-edge trends with a blend of inside-out managerial & outside-in consulting perspectives for profitable growth

**Nanobi, *Strategy Consultant***  
**February 2014 – September 2014**  
**Bangalore**

Nanobi is a cloud business intelligence company leading the data analytics revolution.

Warehouses are siloed with an ocean of underutilized data & data marts create an un-manageable sprawl of analytics with every new information request. The need was to combine the best of both worlds into something that was agile & dexterous as Cloud Business Intelligence. Enter software-defined nanomarts with neural metadata such that you can add analytics on the fly while maintaining an overall virtually logical and scalable data warehouse.

Formulated a consistent corporate strategy and fed it into the marketing activities. Articulated a well-connected tech – product – market value proposition and showed how it overcomes legacy pain points. Took complete charge and delivered website and collateral for sales enablement.

**GS Lab, *Strategy Consultant***  
**October 2012 – May 2013**  
**Pune**

GS Lab is a product-development partner to best of breed hardware and software companies.

The initial idea was resource augmentation of companies working on leading-edge products. This augmentation strategy was further evolved into a lab-based consulting focus to holistically help companies with their Strategy & Innovation agenda across tech/product/market lifecycles. This allowed the company to move up the value chain and become a trusted thought/sparring partner instead of notorious bodyshopping/outsourcing that Indian IT is known for.

Participated in strategy formulation with senior management teams to emphasize a lab-based focus for commercializing in-house and enhancing customer IP for global hi-tech startups.

**CloudByte, *Strategy Consultant***  
**February 2011 – July 2011**  
**Bangalore**

CloudByte was a disruptive software-defined storage company.

Storage was traditionally hardwired in the form of fragmented islands. Pool all the storage into a single shared extensible platform, and provide software-defined QoS to applications in the form of capacity, IOPS & throughput. This virtualization of storage would complete the stack (compute/network/storage) to allow datacenters to scale to thousands of applications.

Industry and competitive analysis; crafted the value proposition in terms of technology differentiators, product features & market benefits with a Go-To-Strategy that positioned the company as a game-changer in storage.

**IBM Global Services, Consultant**  
**December 2007 – November 2008**  
**Bangalore**  
Worked in the AT&T account.

Contributed to the sales process flow of a complex telecom product configuration and pricing application.

**Shining Emotional Surplus, Strategy Consultant**  
**April 2007 – July 2007**  
**Bangalore**  
Shining Emotional Surplus is a management consulting firm.

Formulated the Tech, Product & Market Strategy for a disruptive consumer electronics device. Performed focus group research and reviewed the literature on the subject to evolve the customer segment, tech differentiators, product features & market benefits.

**Oracle Financial Services, Strategy Consultant**  
**July 2006 – February 2007**  
**Bangalore**  
i-flex solutions (later acquired by Oracle) is a leading banking software company.

Was chosen to be part of a high-level team to optimize presales strategy; came up with recommendations to de-link Presales from Sales (with regional integration) and create a new organizational structure for Presales with product-centric integration and cleaner handoffs to sales, development and implementation teams involved in global delivery.

**Mastek, Consultant**  
**June 2005 – June 2006**  
**Mumbai**  
Mastek is an information technology services company.

Process and technology consulting to a manufacturing company.

**Intel, MBA Strategy Intern**  
**April 2004 – June 2004**  
**Bangalore**  
Intel is the world's leading semiconductor company.

Prepared strategic recommendations on Intel's involvement in India after a Standards and Industry assessment:

- Understanding the standardization and regulatory bodies in India in general
- Stakeholder analysis of key technology initiatives in India

## EDUCATION

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### **MBA (Strategy & Innovation)**

Symbiosis Institute of International Business (2005)

### **Bachelor of Engineering (Electronics & Telecommunications)**

College of Engineering Pune (2002)

## KEY SKILLS

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|--|--------------------------------|
| ▪ New growth initiatives                     | ▪ Go-To-Strategy               |
| ▪ Competitive analysis                       | ▪ Organization design          |
| ▪ Opportunity analysis                       | ▪ Segmentation and positioning |
| ▪ Business process and innovation management | ▪ Industry analysis            |
| ▪ Thought leadership                         | ▪ Team leadership              |

## SIGNIFICANT MANAGEMENT BOOKS THAT'VE SHAPED MY CONSULTING CAREER SO FAR

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1. Surfing The Edge Of Chaos (by Richard Pascale)
2. The Innovator's Dilemma (by Clayton Christensen)
3. The Innovator's Solution (by Clayton Christensen)
4. Seeing What's Next (by Clayton Christensen)
5. (Mis)behavior Of Markets (by Benoit Mandelbrot)
6. The Innovators (by Walter Isaacson)
7. Bad Blood (by John Carreyrou)

*(I claim 20+ years of top-tier experience overall)*

*(Always reported to either VP or CEO)*

*(Gaps indicate research)*

*(Exceptionally talented & highly accomplished)*

*(Not interested in Strategic Finance)*

*(PurpleSteer is currently experimental)*