Shashank Bhansali

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SUMMARY

Senior Consultant with 10 years of experience in the Information Media domain in India & the US. Over the course of my career, I have delivered successful, holistic solutions for some of the leading customers in the Information & Media space through the application of process and technology. I have demonstrated strong leadership skills, expertise with problem analysis and solving, the ability to work and meet deadlines in fast paced and challenging environments, manage changing and multiple priorities, and build relationships with diverse teams to drive results. Key skills and expertise include:

- Product strategy, design & development
- Concept ideation & evaluation
- Process improvement
- Business analysis

- Project management
- Business development
- Team leadership
- Customer relationship management

EDUCATION

Masters of Business Administration	Indian Institute of Management (IIM), Indore, India	2009 – 2010
Executive Leadership Program	Katz Graduate School of Business, University of Pittsburgh, USA	Feb 2010
Bachelor of Engineering	University of Madras, India	1999 – 2003

WORK EXPERIENCE

Cognizant Business Consulting   **Senior Consultant, Sept 2010 – Present**

Product strategy, design & development

- Led a team of 5 Consultants as part of a large program at a leading legal information services provider to transform their flagship product and drive market growth
- Developed products and features in line with market trends, customer needs, business strategy and agreed upon schedule, budget and scope
- Developed business cases, identifying and assessing business opportunities and determining strategic fit conditioned by technical feasibility
- Developed functional specifications and use cases for product features to include effective product and user interface design, rapid prototyping, product validation testing, and usability testing, while ensuring that the product strategy is adhered to throughout the product life cycle
- Partnered with User Experience, Research & Development, Branding, and Communications teams to develop products with optimal user experience
- Developed and delivered materials to the appropriate marketing and sales organizations which convey the purpose and details of the features, benefits to the customer, and competitive comparison
- Analyzed business data & customer feedback for future product iteration, and identified opportunities across the platform to leverage re-use of technology and drive consistency

Process improvement

- Instrumental in assessing the customer's as-is product development lifecycle and developing recommendations to streamline processes across multiple groups, reduce rework, and drive efficiency
- Led a team to develop a tool to extract the hardware and software development estimates and costs and provide a bird's eye view of the total budget and IT spend across the customer's multiple business units and projects

Concept ideation & evaluation

- Created a product ideation and innovation framework aimed at establishing an innovation process/ strategy at customer organizations, prioritizing business needs and rapidly implementing top ideas
- Conceptualized a mobility prototype to address the customer's lagging market position and generated $500k of pull-through revenue for Cognizant
- Conducted a study to understand the marketing needs of lawyers, their services, and the clientele they cater to, for a leading legal solutions provider; analyzed responses as part of the study, and developed recommendations to enhance the lawyer search and match solution provided by the customer

Business development

- Assessed the large law firm market in the US, UK and ANZ, analyzed their focus areas and technology needs, and mapped them to Cognizant's service offerings as part of an initiative to generate new business opportunities in these geographies
- Engaged with account teams to develop proposals and value based solutions for various customer RFPs, including integration of customer products with 3rd party tools and software, process transformation, and automation of the customer's content production processes

Cognizant Technology Solutions   **Project Manager, Oct 2005 – Aug 2009**

Project management & leadership

- Led and managed project teams of 20+ associates for multiple customer accounts in the Market Research & Marketing space
- Engaged with the customer business and IT teams for scope, project planning and execution, resource planning, test strategy, implementation and quality control
- Managed the relationship and day-to-day activities between customer & project teams
- Liaison with various teams for release planning, certification and project rollout and address customer questions and issues post release

Business analysis

- Collaborated with customer business teams to gather requirements, identify gaps, and provide solutions to address them, ensuring products meet business needs and strategy
- Led a team to analyze viewer profile reports for more than 200 demographic market areas for a leading Market Research customer, formed business rules to automate the process of validating them and generated 40% cost savings for the customer
- Developed and reviewed go-to-market and end-user training material as part of the product rollout

Cognizant Technology Solutions   **Module Lead/ Team Member, Dec 2003 – Sep 2005**

- Designed and developed multiple modules as part of a large development project for a leading Market Research customer
- Performed design reviews to ensure development standards are met, as well as review of test cases to ensure coverage of functionality
- Reviewed product performance and post-production issues, analyzed and prioritized issues, and tracked them to closure

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PERSONAL INFORMATION

Status:	Permanent Resident (Green Card)
Valid Until:	Aug 26 2023
Address:	9333 J Swaying Pine Ct
	Miamisburg, OH 45342