

# ARUN HOLEHONNUR ANANTH

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## EDUCATION

**GEORGETOWN UNIVERSITY, McDonough School of Business**

**Washington, DC**

**Master of Business Administration**

*May 2025*

- Certificate in Consumer Analytics & Insights (Marketing)
- Member: Student Govt. Association (Elected), Student Ambassador, Peer Advisor, Volunteering Club

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY**

**Bangalore, India**

**Bachelor of Engineering, Mechanical Engineering**

*June 2011*

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## EXPERIENCE

**ŠKODA AUTO**

**Washington D.C., USA**

*Graduate Consultant, Jan 2025 – Present*

- **Business Strategy:** Providing consulting services through the Georgetown Global Business Experience by conducting a comprehensive study on AI implementation, including Microsoft 365 Copilot. Developed user personas and change management frameworks to guide future rollout. Analyzing potential impacts on productivity and innovation across the organization, with recommendations for phased implementation through 2025.

**ESTÉE LAUDER COMPANIES**

**Washington D.C., USA**

*Summer Project, June 2024 – August 2024*

- **Business Strategy:** Strategized new sustainable packaging for Estée Lauder's cosmetic line-up. Prepared detailed study about new design, marketing strategy and financial forecast for introduction of wood-based packaging in Estee Lauder's moisturizing cream products.

**GEORGETOWN UNIVERSITY**

**Washington D.C., USA**

*Summer Intern-Dean's Office, July 2024 – August 2024*

- **Data Analysis & Market Research:** Conducted a comprehensive analysis of the program competitiveness at McDonough School of Business, comparing various programs. Used statistical analysis to identify critical areas of concern, which informed the development of a targeted action plan with key action items.

**TOYOTA**

*July 2011 – July 2023*

**TOYOTA KIRLOSKAR MOTOR**

**Bangalore, India**

*Assistant Manager, January 2023 – July 2023*

- **Business Strategy:** Strategized vehicle performance by developing priority vehicle performance parameters in collaboration with a global team for a key multi-country product and helped transition from a legacy product. Showcased hybrid technology to over 30 media houses & government agencies in India.
- **Market Analysis:** Led market suitability study for introducing auto emergency braking feature in India by planning competitor study, simulated customer feedback scenarios; analyzed 7,000 kms of driving user data across India.
- **Supplier Evaluation:** Evaluated automotive NVH suppliers by assessing product quality, technical capabilities, production processes, safety standards, and operational efficiency. This evaluation facilitated the creation of a multi-sourcing strategy, reducing supply chain risk.

*Senior Engineer, January 2018 – December 2019, January 2022-December 2022*

- **Industry & Competitive Analysis:** Spearheaded the market suitability study team involving stakeholders from planning, quality assurance and product marketing for introduction of mid-size sedan in the Indian market.
- **Product Management:** Led static & dynamic evaluation of various automotive subsystems including audio, in-car-entertainment systems & HMI. Evaluation was used for feedback to design teams locally & globally.
- **Cost Saving:** Conducted vehicle performance study, optimizing performance standard across vehicle grades. Study helped reduce product cost and reduced process lead time for suppliers, resulting in significant cost savings.

**TOYOTA MOTOR CORPORATION**

**Toyota City, Japan**

*Internal Transfer Senior Engineer, January 2020 – December 2021*

- **Product Evaluation:** Tested & analyzed drivability performance in prototype stages for small & medium class hybrids for introduction in the Japanese market. Helped launch products without defects and complaints.

- **Data Driven Strategy:** Transformed the capability of Toyota, India in Hybrid vehicle performance prediction and strengthened product feedback using data. Built performance Analysis ecosystem to gear up for product launches.

#### TOYOTA KIRLOSKAR MOTOR

Bangalore, India

*Engineer, July 2016-December 2017*

- **Operations Improvement:** Pitched and established a new noise & vibration facility, after negotiating an investment of \$60,000 that minimized technical dependency on global R&D centers. Facility determined product strategy for India. Managed the entire project, from concept to supplier negotiations to SOP establishment.
- **Supplier Development:** Jointly developed Indian tire supplier's technical capability through rigorous handholding for development as per Toyota standards. Reduced supply chain risk and cost through development.

#### TOYOTA MOTOR ASIA-PACIFIC

Bangkok, Thailand

*Internal Transfer Senior Engineer, May 2015 – June 2016*

- **Performance Improvement:** Tested noise & vibration performance of 8 different vehicle and tire manufacturers to aid Toyota product performance strategy in the ASEAN market. Liaison to home company for market research.
- **Vehicle Performance:** Performed Vehicle Ride & Seat comfort study for proposing regional quality and performance optimization.

#### TOYOTA KIRLOSKAR MOTOR

Bangalore, India

*Engineer, July 2011 – April 2015*

- **Collaborative Process Innovation:** Saved over \$100,000/ year by conceptualizing, validating, and negotiating a new testing methodology for regulatory compliance involving government regulatory agencies in India.
- **Regulatory Compliance:** Improved processes for Vehicle Emission Conformity while managing internal and external stakeholders. Prepared full vehicle conformity processes that improved regulatory compliance. Prepared study and comparison for establishment of in-house emission lab.
- **Customer Quality:** Analyzed JD-Power IQS ratings for areas of Product Performance Improvement. Conducted Customer Focus Group interviews for product planning & product strategy improvement in the Indian market.

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#### DISTINCTIONS

<b>Achievement:</b>	Certified Test Track Driver, Winner-Small Group Activity: Cost Saving through Kaizen
<b>Leadership:</b>	Toyota Representative-FISITA World Automotive Congress-2018, Future Mobility Show-2019
<b>Global Mindset:</b>	Japanese-Professional (Level: N2), Hindi-Fluent, Kannada-Native
<b>Community:</b>	Volunteer for Toyota's Community Action to Reach Everyone program
<b>Involvement:</b>	Guest Speaker-Toyota International Association-Japan, Competitive Badminton Player
<b>Skills:</b>	AWS Cloud Practitioner-Certified, R & Python
<b>Certification:</b>	Introduction to Self-Driving Cars, Electric Vehicles-NFTDC, India