

Phani K Madupalli

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Education

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business - Austin, Texas

May 2010

Master of Business Administration (MBA), Full-Time Program

- **Damon P Smith** Scholarship award recipient for academic excellence
- **GPA- 3.6 ; GMAT- 710**, Concentration in Finance & General Management
- Vice President-Graduate Finance Association; Member of McCombs Admissions Committee

Birla Institute of Technology and Science (BITS) – Pilani, India

May 2004

Bachelor of Engineering (BS) in Mechanical

- Dean's Merit list for 4 years

AMERICAN EXPRESS COMPANY, New York

May 2009-August2009

Aug2010- Present

Manager – Online & Mobile

- As a part of **SERVE** (next generation digital wallet team) , partnered with business teams to develop roadmap, product strategy & Pricing structure; Developed analytical frameworks/business case for offers & loyalty program strategy
- Lead the financial planning and analysis for **Sometrics**, a virtual currency monetization company acquired by us ; Evaluate P&L and Business assumptions and act as a liaison with Operations and HR integration teams
- Analyze customer behavior and interactions with **SERVE** and provide strategic support to Finance & Marketing teams to validate business assumptions

Manager – Corporate Planning– Strategic Business Analysis

- Led strategic planning & analysis of 13 projects and over \$50Million in investments as a part of “Fee-Based” initiative at Corporate level; Developed business cases and analyses on Online & Mobile payments and risks to credit card companies
- Developed and implemented a companywide framework to define, track and evaluate investments amounting to a few \$B; Led and managed the deep-dive analysis into Advertising, Marketing and Tech investments across the company , which was presented to SVP and C-level executives
- Analyzed the current method to calculate ROI and Cost of Capital in different markets across the world; Researched industry best practices and proposed a new method for cost of capital across US and Global markets

MBA Manager - Business Development and Deals

May – August 2009

- Performed due diligence and valuation of a business opportunity by working with acquisitions, marketing & finance teams; Analyzed the NPV, potential risks, synergies, capital structure and ROE impact
- Developed comprehensive Profit & Loss statements, long range planning models and financial metrics to highlight the strategic value created due to the opportunity; presented findings to the senior management

Nike - Austin, Portland

Spring 2009

Consultant, Marketing strategy team

- Conducted a market study to Identify expansion opportunities for Nike's products in a niche market segment; Developed a comprehensive framework to identify potential target population, segment customer needs; Developed a business plan and presented to Senior leadership at Nike

Procter & Gamble – Consultant, Strategy team

Spring 2009

- Led a team of 4 consultants to research and identify opportunities to reduce inventory levels across the P&G's supply chain; developed a process map and a framework to identify damaged shipments; presented findings to P&G leadership.
- Analyzed inventory levels of different P&G clients to evaluate promotion related ordering, expiration of key SKUs (Stock keeping units) and product damages.

Infosys Technologies Limited - India, Australia

A Global Business & IT consulting company

2004-2008

Consultant - CRM (Inbound and Outbound Marketing team)

Clients- British Telecom, Charles Schwab

- Led 13 American and Australian consultants to formulate and execute an internet based marketing strategy for acquiring new credit card customers; reduced delivery lead time by 15%
- Performed benchmark analysis to compare outbound marketing strategies for acquiring high value clients in 3 continents; identified key variables and implemented best practices in Singapore(JAPA) market
- Mentored and coached 15+ business users in various class room sessions on the application of a CRM system in servicing and acquiring new customers.

Business Analyst - India , Australia**Clients-British Telecom, DHL**

- Led a team of 6 engineers in the development of a multi-lingual contact center system for Hong Kong and Thailand markets; increased the conversion rate of leads to customers by 20%
- Conducted user interviews (1-15 client managers) to brainstorm functional requirements; presented key findings in client acceptance meetings

Additional Information

- Lead MBA recruiting efforts for first year associates
- Part of the UT Austin Alumni Interview team; Conduct student interviews and provide feedback to Admissions team
- H1B work authorization in US