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| Raghu ballal | | |
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| **EXPERIENCE** | | |
| **American Airlines, Inc., Fort Worth, TX**  **Senior Strategy Analyst – Revenue Management**  **Strategy Analyst – Revenue Management** | **May 12 – Present**  **Mar. 11 – Apr. 12** | |
| * Responsible for revenue optimization and performance analysis for American's portfolio of ancillary products. Collaborated with Merchandising, Sales, Marketing and IT departments to seamlessly implement new merchandising projects that are on track to contribute $32 M in annual revenue * Responsible for yield management for Canadian and Domestic operations out of Miami to the East Coast. Responsibilities include evaluating competitive landscape, identifying and monitoring industry trends, strategic and tactical market management and ad-hoc analyses to maximize monthly revenue of approximately $40 M * Collaborated with strategic alliances and pricing teams to implement a codeshare agreement with a leading Canadian carrier. Agreement led to $13 M in incremental revenue in the first 6 months of launch * Researched and helped launch a strategy to incentivize economy passengers to buy premium cabin products. Conducted detailed passenger segmentation, demand analysis and pricing study to introduce a new product that led to an additional revenue of $3 M in the first 6 month of launch | | |
| **Adayana, Inc., Indianapolis, IN**  **Associate – Management Consulting (Contract Position)** | | **Sep. 10- Feb. 11** |
| * Formulated business unit strategy for a global chemical manufacturer. Evaluated industry structure and competitive landscape and re-tooled the business model to mitigate impact from patent expirations, improve value addition and focus on profitable segments resulting in an annual improvement of 4% in net profit margins * Managed a pan-India market research project for a multinational agri-sciences company. Managed multiple external vendors and internal analysts to collect and synthesize data. Provided actionable insights, enabling the client to launch a new product category to fulfill a potential $8 M unmet need in the marketplace * Helped formulate the long range planning process for the animal health division of a leading pharmaceutical company. Developed various scenarios and identified key indicators and mapped a set of strategies for each scenario | | |
| **Cornerstone Engineering Group, Middletown, NY**  **Project Manager** | | **Mar. 09-Aug. 10** |
| * Prepared cash flow projections and evaluated projected funds needed for future infrastructure expansion projects for a county in New York and helped the client structure and underwrite a bond issue to finance the projects * Calculated long term operational costs for 4 business units for a private industrial client. Calculated current operational costs, projected long term operational costs and proposed a strategy that reduced capital outlays by 15 % * Performed cash flow analysis and prepared 5 year pro-forma financial model for budgeting and cost management of new business operations in Arizona and Michigan | | |
| **CRA International Inc., Boston, MA (NASDAQ:CRAI, 2008 Revenue: $302M)**  **Senior Associate- Management Consulting** | | **Mar. 08-Dec. 08** |
| * Formulated competitive strategy for a multinational battery manufacturer. Designed primary and secondary market research campaigns and synthesized market research. Key deliverables included structuring the company’s value proposition, rationalizing existing product portfolio, identifying acquisition targets and improving new product development processes to build competitive advantage * Designed and facilitated workshop sessions for senior executives at a $10 B industrial gases manufacturer, to develop industry positioning and financial metrics, leading to the divesture of non-core and underperforming assets * Developed a strategy to help a leading electric company balance its peak demand and generation. Recommendations led to investment in a pilot energy storage project limiting the company’s need for expensive peak generation plants | | |
| * Identified $ 300 M in revenue opportunities for a specialty materials manufacturer. Managed a team of 3-4 associates, provided detailed guidance on work assignments and tracked daily progress to ensure work plan compliance. Analyzed industry structure, market and regulatory landscape, performed customer segmentation and competitor benchmarking to prioritize market verticals and identify promising opportunities | | |
| **The Shaw Group, Sacramento, CA (NYSE: SHAW, 2008 Rev: $ 7B)**  **Engineer 3 (Senior Project Engineer)**  **Engineer 2 (Project Engineer)**  **Engineer 1 (Staff Engineer)** | | **Jun. 03-Oct. 06**  **Jun. 02-May 03**  **Jun. 00-May 02** |
| * Managed two $1.5 M construction projects for the County of Sacramento entailing planning, budgeting, milestone tracking, resource allocation and supervising over 50 client employees * Interacted on a regular basis with design teams, consultants and client representatives to solve project execution issues such as design clarifications, measurement and payment disputes to ensure smooth completion of six construction projects ranging from $300 K to $ 1.5 M * Evaluated a JV proposal from an Indian company. Analyzed market conditions, growth potential and alternate entry strategies. Go-to-market strategic recommendation led to opening of an office in New Delhi * Undertook modeling, calculus and design analysis on various infrastructure projects such as simulating groundwater   flows, structural integrity of piping, side slopes and foundations   * Designed and developed technical proposals and interpreted client requirements to deliver technically compliant and   commercially competitive bids to win 20 projects realizing revenues of over $ 5 M and won 4 new clients   * Coordinated liaison between government agencies and project teams to obtain government approvals for timely execution of several construction projects | | |
| **EDUCATION** | | |
| **INSEAD, France, *Master of Business Administration*** | | **Jan. 07-Dec. 07** |
| * The Wharton School (University of Pennsylvania) MBA Exchange Student * GMAT: 740 * Ranked 1st in Strategy & Marketing courses | | |
| **Lamar University, Beaumont, TX, *Master of Science in Engineering (GPA: 3.67/4.0)***   * Full Tuition Merit Scholarship awarded by the Engineering Department (1998 & 1999) * Texas Water Environment Association Scholarship (1999) | | **Aug. 98-Dec. 99** |
| **The M.S. University of Baroda, India, Bachelor of Engineering**   * Graduated with First Class | | **Aug. 94-Jul. 98** |
| **ADDITIONAL INFORMATION** | | |
| * **Interests**: Skiing, Adventure Sports, Cricket, Current Affairs, Sustainability and Conservation * **Languages**: Hindi, Gujarati, Kannada, English, French (Basic) * **Relevant Coursework**: Marketing, Industry & Competitive Analysis, Strategy, Multinational Marketing, Business Law, Pricing Policy, Corporate Entrepreneurship, Finance, Managerial Accounting, Process & Operations Management, Corporate Finance | | |