**VIBHUTI NANDA**

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**SUMMARY**

* 6+ years of consulting and industry experience in sales & marketing, commercial leadership and emerging economies
* Led Unilever sales relationship with Carrefour, Waitrose and Casino Group in Dubai, United Arab Emirates

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| **EXPERIENCE** | |
| **DELOITTE CONSULTING** - Dallas, Texas | **2010 - Present** |
| **Senior Consultant**   * *Trade Promotion Management for $2B Household Consumer Products Client:* Identified $3M savings in annual promotional spend through trade promotion efficiency analysis for top 15 retailers; developed recommendations on in-store tactics and competitive dynamics; developed sustainable promotion efficiency measurement tools * *Marketing Capability Assessment $2B CPG Client:* Developed RACI matrix, org structure and roadmap to enable required innovation and pricing marketing capabilities by conducting executive interviews and marketing maturity gap analysis * *Airline Restructuring:* Led due-diligence effort for vendor claims as a part of bankruptcy proceedings of a leading US airline; helped save $5M in erroneously classified payments * *Brand Strategy Assessment for a $25B US Airline:* Conducted due-diligence for brand strategy formulation; led financial analysis and competitive benchmarking to justify the need for brand modernization * *Online Customer Experience Analysis for Largest US Retailer:*Performed competitive analysis of in-store and online customer experience against 5 competitive dimensions of strategy and provided the client with opportunities to reach their goal state * *Thought Leadership on Emerging Markets:* Led development of country-specific fact books for market entry in emerging economies of India, China, etc. Research showcased in National Consumer & Industrial Products Roadshow and was instrumental in securing global project wins for Deloitte Consulting | |
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| **Summer Associate** **2009**   * *Go-to-Market Strategy for National Accounts*: Identified $500M incremental revenue opportunities for a $8B waste services company by analyzing “voice of customer” interviews with key customers and external industry data; developed business case for several new initiatives including green consultation | |
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| **UNILEVER** - Dubai, United Arab Emirates | **2006 - 2008** |
| **Senior Key Accounts Executive (2007 - 2008)**   * Exceeded sales target of $10M by 20% in personal care, home care, beverages and savory categories for Carrefour (2nd largest global retailer) and other international retail chains * Conceptualized and implemented brand building activities such as customized events, cross merchandising and thematic displays for personal care, home care and savory products, which increased in-store market share by 10% per brand * Analyzed ACNielsen data to create planograms for a 30-store chain across the UAE in the beverage and oral care categories. New product placement schematic increased share of shelf by 20% * Managed and trained a team of 11 merchandisers in retail strategies of product placement and market share analysis | |
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| **Junior Key Account Executive (2006 - 2007)**   * Launched concentrated fabric softener and instant tea through outlet branding and cross merchandising which generated 18% share increase in Carrefour and Spinneys outlets * Increased brand market share in stores from -20% to +23% in 5 months for Jif scoring creams and Close Up toothpastes * Increased sales by 35% in 2007 against an annual growth target of 20%. Achieved the highest growth by customer for 2007; promoted to senior key account executive | |
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| **EDUCATION** |  |
| **THE UNIVERSITY OF TEXAS AT AUSTIN**, **McCombs School of Business** - Austin, Texas | **May 2010** |
| **Master of Business Administration**, Full-Time Program   * Concentration in General Management; McCombs Merit Scholarship; GPA 3.70; GMAT 710 * ***Boston Consulting Group Project:*** Global expansion opportunities for U.S. luxury department stores | |
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| **BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE** - Dubai, United Arab Emirates | **August 2006** |
| **Bachelor of Engineering in Computer Science**   * Merit Scholarship; 1st out of 50 students (GPA: 9.91 on a scale of 10) | |
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| **ADDITIONAL**   * Deloitte: Senior Consultant lead in Dallas for recruiting and community involvement * Deloitte: Won 4 achievement awards; 2 client service, 1 thought leadership, 1 training * Unilever, Gulf: 1st female sales executive; won 4 achievement awards: 3 sales, 1 execution * Avid traveler, amateur Indian-fusion chef | |