

NOTE: Contact information has been removed for confidentiality. Request complete resume by e-mailing dhruvideshpande@gmail.com.

DHRUTI DESHPANDE

SUMMARY

MBA Graduate with experience in technology and strategy consulting and marketing. Proven skills in market strategy and research, digital strategy, and design thinking with a background in project management, customer experience, and process design. Adept at working in ambiguity and collaborating with creatives and technical to drive innovation.

EDUCATION

YALE SCHOOL OF MANAGEMENT (SOM), focus Marketing **New Haven, CT**
Master of Business Administration (MBA) **2017**

- Design and Innovation Experience: IDEO OpenIDEO Workshop, SYPartners Workshop, AfterViolet Innovation Boot Camp
- Awarded first place in Amazon case competition
- Activities: Food & Beverage Club Officer, Entrepreneurship Club Officer, Marketing Club, Design & Innovation Club
- Relevant Coursework: Digital Strategy, Strategic Marketing Leadership, Managing Marketing Programs, Consumer Behavior, Managing Software Development (scrum), 12 Designs that Changed the World

THE UNIVERSITY OF TEXAS **Austin, TX**
Bachelor of Business Administration (BBA), Finance **2010**
Bachelor of Arts (BA), Economics, Art History (m), *Distinguished College Scholar Award* **2010**

- Created donation database for **The Metropolitan Museum of Art** (NY, NY)
- Managed 6 mixers totaling \$45k and 5k attendees for **Jack S. Blanton Museum of Art** as **President** of Student Guild

PROFESSIONAL EXPERIENCE

VIACOM LABS **New Haven, CT**
Yale Center for Customer Insights Project **Fall 2016**

- Researched customer insights to understand the limits of brand permissibility and how fans engage with brands and other fans
- Created a framework of customer motivations based on insights and presented to Viacom executives on opportunities for how the firm could apply this framework to engage consumers

JOSE ANDRES THINKFOODGROUP **Washington, D.C.**
Marketing and RD Intern **Summer 2016**

- Identified marketing channels and influencers, and developed pitches to build brand retention for 25 Jose Andres concepts
- Implemented ideation processes and procedures for Jose Andres's projects in development

MAD USA, René Redzepi's (noma) non-profit focused on expanding the knowledge of food **New Haven, CT**
Graduate Fellow **Summer 2016**

- Led and designed evaluation program of MAD/Yale Leadership Summit by conducting observations, surveys, and interviews, resulting in a presentation and report of actionable recommendations to MAD executives for future Summits
- Researched alternative channels to generate additional donations for 2017 MAD/Yale Leadership Summit

ACCENTURE **Dallas, TX**
Consultant, Industries: Communications/Media, Technology **2013-2015**
Analyst, Industries: Communications, Manufacturing **2011-2013**

- Served as counterpart to Marketing Director of midsize telecommunication client and mapped acquisition integration activities to be executed upon FCC approval for merged Marketing and Customer Experience teams including marketing campaign, resourcing, project plan, and financials
- Led internal financial and project management for the largest management consulting project in North America, a two year manufacturing supply chain global transformation, recovering \$350k for the project and identifying \$2M gap in implementation cost to generate additional sales
- Realized \$3M annual savings and increased efficiencies in 12 of 21 processes for merged utility clients through analysis and optimization of current-state processes
- Designed, built, and tested forecasting program that estimated capacity needs for external supply chain workstreams for 3 global oilfield manufacturing plants in Sales and Operations Planning (S&OP)

ADDITIONAL INFORMATION

- *Volunteer:* Awarded Accenture 2014 US Corporate Citizenship Volunteer Award, selected Business Council for the Arts: Leadership Art Institute 2014 Art of Business Chair
- *Technical Languages:* JavaScript (novice), HTML (novice), CSS (novice)
- *Languages:* Spanish (conversational), Marathi (spoken), Hindi (comprehension)
- *Interests:* Cooking/dining, art, travel/backpacking, working out