DMITRY KALINCHENKO

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SUMMARY

I am a strategy consultant and data analyst who loves to create data-driven stories and product strategies. My main strength is being able to aggregate a variety of qualitative and quantitative insights into a coherent and visually compelling narratives to help my clients develop novel products and enter new markets.

KEY SKILLS

Primary Research & Voice of the Customer: 5 years of experience identifying, recruiting, interviewing dozens of individuals and synthesizing insights for a variety of projects in a range of industries from consumer goods to basic chemicals.

Project Management: 4 years of experience guiding large projects with multiple workstreams projects from inception through completion in management consulting as well as Agile Scrum environment.

Market Research & Sizing: 6 years of experience doing market research, forecasting and sizing studies in service of setting the market context for new opportunities. Developed Excel-based models to project growth and estimate the future markets.

Survey-based Research: Compiled and fielded a number of surveys in order to quantify the qualitative insights gained through primary research with customers.

EXPERIENCE

Senior Analyst (May 2019 – Present)

Strategyn | Denver, CO

At Strategyn, an innovation consultancy, I use qualitative and quantitative, survey-based, data-driven research approach (Outcome-Driven Innovation) to understand customer needs and develop product strategy. Notable engagements:

- Developed a market strategy for a pet food division of a large CPG company identifying both opportunities for innovation as well as cost reduction. Presented a number of new product ideas as well as current product redesigns.
- Developed a product strategy for a medical device company, uncovering the areas of unmet needs for different segments of surgeons when it comes to using robotics for knee replacement surgery.

Consultant (March 2016 – April 2019) | Analyst (March 2014 – March 2016)

The Inovo Group | Boulder, CO

Inovo is an innovation consulting firm specializing in working with clients in energy, chemical and material industries. As a consultant I managed large, multi-stream projects, did market analysis and primary and secondary research in support of discovering of new strategic opportunities for our clients. Some problems I have helped solve:

- Worked with a major oil & gas company to help the leadership understand and assess the impact of autonomous vehicles, multi-modal transport and other emerging mobility technologies on their business. Designed a series of vivid future scenarios to analyze the impact of these technologies on different parts of the business within various timeframes.
- Worked with a mid-sized food manufacturing company to help the leadership understand the future of farming. As a result, a major new initiative was launched aiming to capitalize on an emerging trend in the space of vertical farming.

Project Manager Scrum Master (June 2013 – December 2013)

HookLogic, Inc | Ann Arbor, MI

At HookLogic, I was a Scrum Master facilitating Agile Scrum development process including ticket triaging and release QA testing. Some notable accomplishments:

- Developed UI mockups and scope document for a user-tracking system feature.
- Cleaned up the sprint backlog of dozens of tickets being carried over from sprint to sprint to provide better visibility into team's performance.

Consultant (May 2012 - May 2013) | Business Analyst (September 2010 - May 2012)

Enovio Consulting | Ann Arbor, MI

At Enovio, I worked with a diverse set of clients on projects primarily focused on cost-cutting and change management in energy and education sector. Some notable accomplishments:

- Identified cost cutting initiatives resulting in 10% reduction of corporate operating budget for a utility company and developed a detailed implementation schedule of said initiatives.
- Identified and implemented annual savings of over 25% in resource selection and procurement strategy for a for-profit college without reducing the efficiency of business operations, resulting in over $600,000 of cost reductions annually.
- Redesigned the internal corporate identity, including firm's logo, brochures and the website.

EDUCATION

MS Information Science | University of Michigan, Ann Arbor, MI   May 2012
BA Economics, BA Sociology | University of Michigan, Ann Arbor, MI   May 2010