

# Kathiravan Sadasivam

**Location:** Chennai **M:** +91 98862 89693 **E:** [kathiravansadasivam@gmail.com](mailto:kathiravansadasivam@gmail.com) **LinkedIn:** [KT](#)

## Professional Summary

Seasoned performer, highly passionate in managing talent and delivering impact to Business with a process-oriented thinking and continuous improvement mindset. Presently leading GenAI (Generative AI) Business charter for AIA (Artificial Intelligence & Analytics) practice including the conceptualization through operationalization of AI Innovation Studios globally. Notable past roles include leading Operational excellence for 6 Corporate functions, Enterprise simplification, Quality & transformation lead for few Business units under Analytics CoE and Onsite Analytics service delivery lead involving numerous clients. Strong Lean/Six-Sigma and Design Thinking practitioner with Industry-agnostic 'Systems' approach with process & data first mindset.

International work experience includes demonstrating growth and delivery responsibilities for 4 years during intra-company transfer (US, South Africa).



## Work Experience

<b>Cognizant</b>	Business Lead - AIA Intelligence CoE ( <b>Mar'23 - Current</b>   Chennai) Function Head - Operational Excellence ( <b>Oct'20 - Feb'23</b>   Chennai) Simplification Lead - Operational Excellence ( <b>Dec'17 - Sep'20</b>   Chennai/Bangalore)
<b>Mu-Sigma</b>	Fulfillment Unit Lead - Analytics Service Delivery ( <b>Sep'17 - Dec'17</b>   Bangalore)
<b>Genpact / GE</b>	Quality & Transformation Lead - Analytics CoE ( <b>Dec'14 - Sep'17</b>   Bangalore) Principal Consultant - Analytics CoE ( <b>Sep'08 - Nov'14</b>   United States/South Africa/India) Business Analyst/Senior Consultant - Analytics CoE ( <b>May'04 - Sep'08</b>   Bangalore)

## Academics

**M.Tech (Industrial Engineering)**, National Institute of Technology, Trichy (2002-2004: Univ. Rank #3)

**B.E (Production Engineering)**, University of Madras, Trichy (1998-2002: Univ. Rank #7)

## Certifications

Master Black-Belt (Lean/Six-Sigma), GOLD (Global Operations Leadership Development) Graduate,, Design Thinking Practitioner, Lean Trainer, Scrum Master and numerous Organizational programs

**Delivered value to 50+ Clients through 4 Companies including work experience from 3 countries (India, US & South Africa)**

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## Accomplishments Summary

As a **Business leader**, part of AIA Intelligence CoE at Cognizant

- Conceptualized and executing the launch of AI Innovation Studios globally on GenAI charter
- Co-created the Revenue acceleration drive for up-sell/cross-sell potential (Top-20 by Market of threshold engagement value) & administered advanced visualization dashboard and channelized lead generation by practice team
- Drove the interim charter in collaboration with senior leadership team to perform Service Line integration of an acquired entity and orchestrated capabilities & offerings consolidation
- Led the collaboration efforts with an EPM (Enterprise Performance Management) product & service provider in building joint GTM (Go-To Market Offerings), including the market scanning of boutique player for potential acquisition
- Partnered with a key hyperscaler relations team, representing Cognizant's AIA practice as GenAI Business leader in strategizing, executing and governing the progress (skilling, leads, projects) on partnered goals through targeted initiatives (university, workshops, hackathons)
- Conceived and spearheading the build of 'Immersion Gallery' for an enthralling client experience in accessing Cognizant offerings on .com website
- Leading the company-wide efforts in institutionalizing AI Hub, as a single interface for the enterprise towards access to Know-How, reference artifacts and expert contacts
- Conceptualized and orchestrating the build of use case execution process through PoC (proof-of-concept) build, on our innovation platform; demonstrating GenAI in practice
- Defining and institutionalizing the Operating model for GenAI at AI & Analytics practice

As a **Function head**, part of Operational Excellence at Cognizant

- As analytics power-house, conceptualized, institutionalized and monitoring 10+ advanced visualization dashboards (Non-C&B) on function performance across functions; Spearheaded Digital Quotient (DQ) enhancement charter for Admin office functions leveraging high-performing cross-functional teams and facilitate Steer-co reviews. Drove many rapid assessments, process design, analytical deep-dive, data qualification to business needs.
- Partnered with Function Heads of Administration Org (Pricing, Real-Estate, Procurement and Contracts Lifecycle & Risk Management) and Global Delivery Org, drove priority agenda through many strategic (enterprise-level) projects
- Architected the onboarding of Badge swipe datasets (81% coverage), arrived Facility-level occupancy insights and enabled monitoring of capacity utilization (Return-to-Office and Full) for quicker leadership decisions to partial/full shut down of facility for operational cost savings
- Collaborated with HR and Delivery to operationalize 'Work Model' (Office/Hybrid/Client/Remote) mapping at Associate level in systems to derive Seat estimates and capacity allocation at Customer/City level by Real-Estate. Institutionalized an advanced visualization dashboard for trend monitoring of enabled capacity vs. allocated seats vs. actual footfall (stability monitoring for long-term consolidation planning)
- Led the build and operationalized the launch of Org Insights dashboard enabling Function leadership to drive Span (Reporting: 4 to 5) improvement & reducing the Layer (to CEO: 9 to 7)
- Partnered with Finance, Real-Estate and developed a Seat Cost allocation. Developed a

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simulation interface for Business to assess the 'What-If' impact of the business levers (Geo/Shifts/Density) on the Seat cost chargeback on Business PnL (Cost as percent to Revenue)

- Collaborated with Global Procurement, Operationalized Global Supplier base monitoring (incl. New Additions, deactivations) as a weekly trend to influence, govern Spend concentration, Supplier rationalization & hence drive Net Supplier reduction (14K to 9.5K Suppliers)
- Partnering Sales Operations and Pricing functions Designed and published pursuit management insights (Deal buckets, Billability types, geo) for Pricing governance & risk monitoring thereafter.
- In collaboration with Pricing, Sales Operations and Contracts Lifecycle & Risk Management functions, operationalized the comprehensive capture of cross-functional risks during the sales stages to enable transparency to liable risks as Ask and Offer risk insights. Led the Go/No-go decisioning with Proof-of-Concept demonstration of solution, enabled the functionalities build in Salesforce and spearheaded the data ingestion from source system into Data Lake and launched the insights on an advanced visualization platform
- Supported the Global pricing head in operationalizing the 'Deal Review' process (Corporate/Regional) globally from concept through ongoing governance with insights dashboard aiding deal/account reviews during pursuit management
- Operationalized a BOT to extract rate cards (at Practice/Role/Country level), enabling transparency on the billing rate across clients and w.r.t benchmark rates
- Partnering Finance, Pricing and Delivery organization, developed the insights dashboard summarizing RPH (Rate Per Hour) vs. CPH (Cost Per Hour) and the CP% (Client Profitability) vs. CM% (Contribution Margin) at Customer down to Project/Associate level (Standard Costs) for directional insights to actionable areas for Pricing revision/Rotation opportunities
- Simplified and transformed Contract Header data analytics dashboard for ease of analytical deep-dive for account/geo needs

As a **Simplification lead**, part of Operational Excellence at Cognizant

- Operationalized the Org. carve-out (redeployment of 72K Associates) & realized \$320M cost take-out partnering MDU/Practice heads; launched revenue-span insights dashboard
- Conceptualized, designed & implemented the Millennial Council (MC) program; Graduated 2 Batches of 50+ council members (engaged in various enterprise-level design/redesign initiatives)
- Facilitated cross-functional workshops, led data analysis and launch of advanced visualization dashboards along Asset Traceability (Discovery tools), Asset Compliance; Procurement avoidance (delayed 32K batch order by 1Q), realized >\$1M e-Waste recovery
- Facilitated the design of integrated Source-to-Pay process and spearheaded the launch of global Procure-to-Pay insights dashboard resulting 8+ Tools into 1 for global adoption

As a **Functional Unit Lead**, part of Delivery Leadership at Mu-Sigma

- Managed delivery a team of Apprentice Leaders, Decision Scientists and Business Process Lead, facilitated workshops on capabilities vs. offerings assessment, coupled with Stakeholder analysis and arrived cross-sell potential of an overall \$6.3M by CRMs (Client Relationship Manager)
- Directly led the prototype build (classification problem predicting the remaining shelf-life of a perishable item. Scalable Proof-of-Concept scope involved processing Hyper-Spectral Image for feature extraction and analytical modeling with regression equation resulting pricing strategies

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As a **Quality & transformation lead**, part of Analytics Center of Excellence at Genpact

- Managed a team of 6 high-performing Black-Belts aligned at 7 prioritized accounts and 150+ overall client portfolio, across Business Units (CPG/Retail, Healthcare/Lifesciences, Media/Entertainment) and Lab under Analytics CoE; Led transformation agenda and delivered a record high certification DNA (GB Certified: <6% → 20% and Lean Certified: <15% → 44%)
- Drove value generation roadmap (VGR) on select accounts resulting the CXO NPS target of 50% at prioritized accounts and PO NPS at other accounts rose to 69% (portfolio average)
- Conceptualized, designed and operationalized Lean Coach program and certified 56 Lean Coaches who delivered a collective impact of \$3.5M
- Responsibly owned RFPs sections: contractual productivity, risk/reward, transformation roadmap

As a **Principal Consultant**, part of Analytics Center of Excellence at Genpact

- Managed client relationships of select accounts, onsite service delivery and grew analytics revenue to \$1M+ at many logos
- Led reengineering engagements at a media major and Telecom major involving various analytics service delivery spanning, IVR optimization, advanced visualization dashboards, cut-over planning, customer service center redesign for scalable and sustainable performance
- Led analytics & reengineering service delivery for a Hi-tech major, collaboratively designed the market insights report, transitioned and transformed yielding a 65% EBIT. As trusted advisor, deepened relationship with Commercial Finance & Marketing division of the Client
- Partnering a Healthcare major, led process improvement projects in 30+ Hospitals (US, Canada, Ghana, India) managing a high-profile team of Physicians, Statisticians, Architects and performed workflow assessment, layout assessment at existing / green-field, value stream mapping (VSM). Developed scorecard to Quantitatively evaluate layout (Architect) options. Conceptualized & developed a Monte-Carlo based simulation model using Crystal Ball to statistically estimate beds in a Hospital (application in 2 Hospitals resulted \$26M cost avoidance)

As a **Business Analyst/Senior Consultant**, part of Analytics Center of Excellence delivered numerous projects at GE/Genpact

- Led Primary research (17 Tier-1/Tier-2 cities across India, 7 field analysts) interviewing 60+ medical practitioners, for a healthcare major to arrive price bands for value products (Digital Imaging)
- Performed Sol-Id, transition and delivery of PPC (Production Planning & Control) reporting for a Global Plastics major and analyzed inventory turn-over to redefine Safety Stock and Reorder points for select SKUs globally. Proposed Lean Scheduling Wheel as batch production sequence
- Developed Excel based 13 forecasting models aggregated to best estimate the needs of monthly Service parts, region-wise for a Consumer & Industrial appliances major
- Performed discrete-event simulation (ARENA) of Echo labs for a renowned Indian Hospital and comprehensive layout/workflow assessment on multi-specialty hospital (greenfield site) demonstrating throughput/wait times analysis to refine scheduling for experience & productivity
- Built analytical model demonstrating smart case routing to contact center agents basis performance/complexity scores; Performed 'Route' rationalization for internal employee transport fleet (Bangalore) resulting a cost-savings realization to the tune of 140K INR/month