

**EDUCATION**

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**University of Southern California, Marshall School of Business**

Los Angeles, CA

*Master of Business Administration*

May 2015

- *Honors:* Merit based half-tuition fellowship; GMAT 760
- *Leadership:* Operations Director, Marshall Wear; VP of General Management, Toastmasters Marshall
- *Certification:* Financial Modeling, Training The Street; Bloomberg Essentials, Bloomberg
- *Case Competition:* Finalist, MIT/HBS Sales Pitch Competition; GE Case Competition; Deloitte Case Competition
- *Project:* Selected out of 50 candidates for an operations consulting project in a team of 6 in Los Angeles and Israel

**University of Pune**

Pune, India

*Bachelor of Engineering, Production; GPA- 8.6/10*

June 2009

**EXPERIENCE**

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**Lanair Group LLC**

Los Angeles, CA

*Marketing Rep*

Aug. 2016 – Present

Led the initiative to strategize and implement marketing initiatives at LANAIR; laid the foundation for future marketing efforts.

- Brainstormed marketing campaigns to generate more leads; planned and organized more than 10 lunch seminars, outdoor events that resulted in approximately 100 new leads per event.
- Measured ROI on events, tracked and fine-tuned performance using data analytics which resulted in the ROI increasing by almost 100% over the last 1 year.
- Worked with graphic designer to generate marketing material such as flyers, emails, brochures, handouts, etc.
- Managed the almost 100k leads and over 600 customers' info in the legacy CRM system.
- Analyzed information such as past customer spend, annual revenue, employee count, geographic location to develop profiles for each service line and tailored each marketing event according to one target demographic.

**Lanair Group LLC**

Los Angeles, CA

*IT Consultant*

Nov. 2015 – Aug. 2016

Consulted on projects in the datacenter refresh, virtualization, security and networking technology field.

- Worked with more than 10 clients to understand their requirements and helped the Principal Architect design the technical architecture for software and hardware solutions.
- Created more than 50 client quotes for products and services in more than 5 different service lines.
- Liaised with vendors and partners such as Dell, VMWare, Veeam, etc. to obtain required software and hardware in timely manner and at partner prices.

**Center for Global Supply Chain Management, USC Marshall School of Business**

Los Angeles, CA

*Supply Chain Consultant*

June 2014 – Aug. 2014

Led 10-member project team of senior-level executives to develop the worldwide supply chain infrastructure for a multinational restaurant company to support aggressive international expansion, from current store base of 280 to over 1500 stores, within the next 10 years.

- Developed network optimization models to address client needs, which resulted in a robust, efficient and optimized network design; enabled the determination of source markets based on total landed cost, regulatory restrictions and lead time.
- Created detailed country profiles to assist the client in determining feasibility of go-to-market strategy; presented findings to senior level executives which resulted in a must-go target country list for the client.

**Tata Consultancy Services Ltd.**

Calcutta, India

*ERP Consultant*

Mar. 2011 – July 2013

Co-led a team of 7 systems engineers, providing consulting and development in CRM applications for a global financial services company having current revenues of \$5 billion.

- Developed strategies for integrating CRM On-Demand with external database system, thus successfully updating legacy system to latest technology. This resulted in improved customer relations for the client.

- Collaborated with client and cross-functional teams to identify functional requirements and develop test scenarios, which reduced human error by 30% and increased system efficiency by 30%.
- Analyzed over 150 pending issues in the CRM application; resolved over 70% within a week thus improving system efficiency by over 50%. Received special recognition from client acknowledging team's effort.

**TAL Manufacturing Solutions Ltd. (part of Tata Motors)**

Pune, India

*Project Management Engineer*

Apr. 2010 – Feb. 2011

Spearheaded entire project from conception to final commissioning, leading a team of 6 engineers, for a Fortune 500 automobile company.

- Delivered each phase of the international paintbooth project within the required time frame, budget and defined parameters, 100% of the time.
- Re-engineered the material requisition and dispatch process, reducing total activity time by 30%.
- Analyzed entire project operation plan to identify potential problems, such as delays in material purchase; developed mitigation strategies, leading to 40% time saving and 30% increased efficiency.
- Audited the incoming material reports to calculate value incurred each month and predict future incurrence flow.

**ADDITIONAL INFORMATION**

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- Computer: SAS, R, MS Projects, C, C++, Java, PL/SQL, Siebel CRM, CRM On-demand, SAP, advanced Excel
- Interests: Traveling (Norway, Israel, Hong Kong, China, Singapore), Swimming, Reading
- Languages: Hindi, Marathi, German (basic)