

DINGOO KARTHICK G

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Profile Summary

- Techno-functional data professional with 11 years of experience across various data functions, including Data Strategy & Governance, Data Analytics and Visualization, and Data Products.
- Performed multiple roles Engagement/Program Manager, Lead Consultant, Product Owner and Product manager.
- Holds a Management Degree from the Indian Institute of Management (IIM), Kashipur, with a special focus on Systems & Analytics and Marketing.
- Proficient in eliciting, gathering and analyzing business requirements, client handling, market research, team management, and stakeholder management.
- Experienced in domains such as FMCG, Retail, Insurance and Pharmaceutical.
- Skilled in analytics and visualization tools including Python, SQL, Excel, and Power BI. Holds certifications in AZ900 (Azure Fundamentals Microsoft), AI900 (AI Fundamentals Microsoft), PL-300 (Data Analyst- Power BI Microsoft), DP900 (Data Fundamentals, Microsoft) and Data bricks Accredited Generative AI fundamentals.
- Well-versed in agile & water –fall methodologies. Proficient in project management tools such as Jira, Trello, Aha and Confluence.

Key Skills

Business Analytics, Data/AI Product Management, Requirement Gathering, Stakeholder Management, Collaboration, Testing, Analytics, Generative AI, Business Intelligence, GTM, Training & Mentoring.

Professional Experience (Post MBA)

Cognizant Consulting- Senior Consultant (Artificial Intelligence & Analytics) - June 2021- Till Date

- Worked across multiple products/platforms in various roles lead consultant, lead business analyst, data product owner and data product manager
- Led requirement gathering sessions with product owners, translating business requirements into technical specifications. Conducted business process analysis through discovery workshops, developed analytics roadmaps, monitored progress, and proposed process improvements.
- Prioritized requirements and backlog items based on business value, effort estimation, and dependencies.
- Collaborated with the development team to resolve impediments, offering support during testing phases.
- Facilitated workshops to present proposed solutions, gather feedback, and obtain necessary approvals.
- Provided strategic roadmaps and tactical guidance to senior directors and AVPs, supporting the development of key initiatives to drive organizational growth.
- Developed AI/ML models to enhance sales strategies by leveraging model insights for marketing and sales activities.

- Created a data platform to support downstream teams in building models and dashboards, enabling efficient data consumption.
- Led Data Governance & Quality (DGQ) initiatives, conducted User Acceptance Testing (UAT), and presented demos to stakeholders on newly released features and projects. Designed a report to identify discrepancies in data from multiple sources, accelerating the resolution of data quality issues.
- Played a pivotal role in adopting DevOps and Agile methodologies to streamline release cycles, significantly reducing manual efforts and accelerating delivery times.
- Delivered multiple Generative AI solutions/products across different industries.

LatentView Analytics- Assistant Manager (Products & Consulting) - April 2018- June 2021

- Collaborated across product, consulting, and delivery divisions to facilitate the exchange of ideas, contributing to various analytics projects.
 - Spearheaded multiple marketing analytics engagement across multiple domains helping the clients to get insights out of data and enabling the clients to save more than 100K dollars in stream-lining their marketing operations.
 - Led multiple marketing analytics initiatives across diverse industries, delivering data-driven insights that helped clients streamline their marketing operations, resulting in savings of over \$100K.
 - Took on versatile roles, including Product Owner, Product Manager, Business Analyst, and Consultant, in a newly established division where responsibilities were evolving. As a Product Manager, conducted market scoping and research to identify new markets, assessed market opportunities, and evaluated product-market fit. Worked closely with Developers, Data Engineers, UX Designers, and QA teams to deliver high-quality products. Coordinated with stakeholders to define the product roadmap and create product requirement documents. Developed various assets, including infographics, one-pagers, and blog content, to generate product awareness and engagement.
 - [Contract Analytics](#)-Leverage Contract Analytics to improve your dated contract management practices
 - [Contract Analytics-1](#) Force Majeure- Redefining risk management using contract analytics amid COVID-19 times
 - Lead teams on multiple projects across text analytics and data visualization projects, transforming business requirements into technical requirements. Demonstrated effective stakeholder management skills.
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Professional Experience- (Pre MBA)

Infosys Technologies - Technology Analyst - April 2015- June 2016

- Worked on Mainframe projects associated with Wal-Mart covering the entire spectrum of Software Development Life Cycle.
- Spearheaded the implementation and development activities from Sao Paulo, Brazil.

Cognizant Technology Solutions – Programmer Analyst – Dec 2011- March-2015

- Executed multiple mainframe projects for various Healthcare Accounts like UHG, predominantly on the claims processing front.
- Played the role of techno-functional consultant for Cognizant Business Consulting (CBC) Healthcare division, imparting technical understanding to the BA and Consultant about a Claims processing system- Awarded with Associate of the Month.

Education

PGDM (MBA) from IIM Kashipur focusing on IT, Analytics & Marketing- (2016 -2018)

- CGPA-8.15, Received top grades in ERP, Marketing Analytics, Business Intelligence, Social Media Analytics, Data Science & Business Analytics.

BE CSE from St.Peters Engineering College, Anna University (2007-2011)

- Percentage-74.3.

Personal Projects

- Worked as a Digital Marketing Consultant supporting multiple Start-Up through the United Nations Development Program.
- Taught a course on Analytics for Management Students of a leading B-school in Chennai.
- Created multiple small freeware applications using python.