

## Contact

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## Top Skills

Microsoft Excel

## Languages

English (Full Professional)

Malayalam (Native or Bilingual)

Hindi (Limited Working)

# Ferzand FK

Head, Account Development at TransOrg Analytics  
Central

## Summary

IIM Ahmedabad alumnus with 9+ years of machine learning, predictive and descriptive data analytics, artificial intelligence, business strategy and management experience currently leading a twenty-member team

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## Experience

### TransOrg Analytics

Head, Account Development

February 2018 - Present (2 years 7 months)

Heading the Account development and Client Solutions vertical providing data science and analytics solutions to new leads and existing clients. Responsible for creating the scope of engagement along with the Head of Analytics and growing accounts by working with project leads

### Govt Health Sector

Consulting

January 2017 - February 2018 (1 year 2 months)

Delhi Area, India

- Formulated a new model for PPP in Diagnostic Centres for a State Govt. Team headed by former Infrastructure Head at Planning Commission. Project Size – (Capital & Operations) – INR 400 cr over 12 years
- Identified the Infrastructure based model with Availability and Variable Charges to ensure greater Concessionaire confidence in project.
- Researched leakages happening and identified processes to plug them.
- Developed the Quality Check processes to be followed – for scans in terms of time and quality; for machines in terms of specifications; for dispute resolution; to ensure high quality & efficient operations of the Concessionaire.
- Project to identify ideal location for 450+ PHCs – used Google Map based tool to help distributed team to geo locate and photograph sites – helping decision makers to choose best locations (population density & least overlap).

## Council for Food Research & Development

Consultant to Director

June 2014 - December 2016 (2 years 7 months)

Kerala

- CFRD - jointly founded by GoI and Govt of Kerala. Nodal agency for Food Research & Development for Supplyco. Operates Food Parks in Kerala and develops talent for Food industries through corporate and UG and PG courses.
- # Project Development - Created the INR 6 crore project plans and financial plan for a new campus for CFRD (UG & PG courses) and a new MBA program that has got project approval from GoK.
- # Syllabus - Developing the syllabus and financials for the new MBA program.
- # Developing entrepreneurial courses and programs for the students of CFRD.

## Bizecole Corporate Solutions

Founder Partner

April 2012 - December 2016 (4 years 9 months)

India

Bizecole is a simulation based corporate education firm with a team of alumni from IIM Ahmedabad and XLRI. We run several short duration, high impact training programs like Strategic Simulation Workshop, Strategic Intent Workshop which help develop cross functional and general management skills for middle management. We also deploy SSW lite for MBA students to prepare them for business functions and team environments.

We conduct customized in-company management training workshops for corporates, based on high impact pedagogies such as business simulations, theatre and other experiential forms of learning. Our programs are learner centric, hands-on, grounded, and focus on engaging the learner in a manner that makes learning 'sub-conscious', or incidental to the process of doing something that s/he enjoys spending time on. To facilitate this process, we work with our clients to create immersive learning environments tailored to both the profiles of their employees and the desired business impact from the learning intervention.

### Responsibilities

#Business Development - Identifying new corporate and MBA institutions for deploying the workshops. Identifying opportunities to develop custom simulations for clients.

#Workshop and Content Creation - Creating new simulations for specific requirements of a client. Creating new workshop formats based on identified goals of each workshop.

#Organising and Delivery of Workshops for Corporate clients and MBA colleges.

#### Achievements

Strategic Simulation Workshop has been deployed for over a 1000 participants from institutions like Philips, Madura Garments, Dell, Tata Consulting Engineers, IIM A, IIM B, MDI.

Developed Talent Wars for Philips India and Brand Quest for Prof Sreelata Jonnalagedda of IIM Bangalore.

#### Enparadigm

##### Founder Partner

January 2010 - April 2012 (2 years 4 months)

India

enParadigm is a corporate education firm with a team of alumni from IIM Ahmedabad using experiential learning methods based out of Centre of Incubation, Innovation & Entrepreneurship (CIIE), IIM Ahmedabad

- Responsibilities - Business Development - Identifying new clients for deploying the workshops. Identifying opportunities to develop custom simulations for clients.

# Workshop and Content Creation - Creating new simulations for specific requirements of a client. Creating new workshop formats based on identified goals of each workshop.

- Achievements - Created a client base of over 100 institutions across India. Developed multiple workshops and programs - Strategic Simulation Workshop, Talent Wars, Brand Quest, SSW lite for MBA colleges. Conducted programs for over 1000 participants from Corporates and MBA institutions.

#### ICICI Bank

##### Summer Intern

April 2009 - May 2009 (2 months)

Project on increasing Current Account and Savings Account (CASA) deposits to reduce overall cost of funds of the bank.

- Identified growth of top 6 banks in terms of CASA deposits; to identify direct competitors based on customer segment focus

- Primary research conducted on customers to evaluate consumer perception of the brands of the 6 major banks; identifying the customer segments to target to drive the growth while not creating Brand dissonance.

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## Education

Indian Institute of Management Ahmedabad

Post Graduate Diploma in Management, General Management · (2008 - 2010)

TKM College of Engineering , Kollam

Bachelor of Technology - BTech, Electrical and Electronics  
Engineering · (2004 - 2008)