

ANNA ROUMIANTSEVA

2709 Forest Avenue • Berkeley, CA 94705 • 510-898-8704 • anna_roumiantseva@mba.berkeley.edu

EDUCATION

University of California, Berkeley, Haas School of Business **2017**

Master of Business Administration, Innovation

- Developed product concepts to help organizations and communities capture new opportunities and think differently
 - Digital platform that fosters healthy living in senior citizens by enabling plant growing challenges with their families
 - Coffee shop model that builds a deeper sense of social connection among patrons
 - Gamification tool that tackles the California drought by making it fun to reduce water usage
- Co-authored an HBS case study on enablers and challenges of successfully implementing “open innovation”
- Consulted a startup on who to target with their new “smart sketchbook” product and how to grow their user base
- Developed impact investment recommendations in food startups for Bridge Ventures based on product-market fit

Global Innovation Management Institute, Professional Innovation Certificate **2015**

McGill University, Desautels School of Business, Montreal, QC, Canada **2011**

Bachelor of Commerce, Finance

- Internships: M&A Investment Banking Analyst at Barclay’s Capital, Market Strategy Analyst at Imperial Tobacco, Owner and Operator of Student Works Painting franchise
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EXPERIENCE

Accenture, Montreal, QC, Canada **2012-2015**

Strategy Analyst (2012-2013), Strategy Consultant (2013-2015)

Product Strategy and Growth:

- Developed creative ways to re-design vehicle components for a European car manufacturer to reduce costs by 15% (\$50M) while boosting performance
- Built the five-year innovation strategy for a major alcoholic beverage company.
 - Analyzed key consumer trends and brought them to life for the team by designing immersive experiences
 - Designed and facilitated ideation workshops with executives around these trends to identify growth opportunities
 - Modeled the business potential of the ideas to prioritize them
- Created the go-to-market strategy for a major Asian pharmaceutical company’s entry into the US cancer drug market, helping them adopt a physician-centric approach
- Shaped the strategy for doubling a global mining firm’s annual production by understanding operator behavior through ethnographic research and driving behavior change (resulting in a \$500M revenue increase)
- Helped an EdTech social startup take their product to a new market
 - Raised \$200K in funding for a pilot project
 - Developed an approach and rapidly tested and iterated on it to understand what would work best in the context of the target communities
 - Built an expansion strategy and business model to take the program national

Leadership and Social Impact:

- Built Accenture’s nascent innovation practice by developing the vision of how we could bring value to clients
 - Designed and launched a program to connect corporate clients with startups looking to solve similar challenges
 - Developed training sessions on “breakthrough innovation” for other consultants and managers.
 - Co-authored thought capital on innovation, with topics ranging from the Workforce of the Future to Digital Learning to Product Management
 - Managed the pro-bono consulting program, overseeing project selection (~10 per year), funding (\$700K annual budget), and project management (accountable for outcomes to senior leadership).
 - Developed a strategy to support the corporate social responsibility goal of helping 3M people out of unemployment by 2020 by designing partnerships with organizations around the globe
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ADDITIONAL

- Language proficiencies: Fluent in English, French, and Russian; Basic Spanish
- Launched two online businesses – a portal to improve the experience of finding ridesharing options and a marketplace to find on-demand services for your vehicle (snow removal and car cleaning)
- Led diverse fitness classes of approximately 20 participants (dance, step, kickboxing)
- Personal interests: improv, film photography, adventure traveling, ethnic cooking