

RAMYA BABU

1444 Walnut Street, Unit C • Berkeley, CA 94709 • 408-621-0160 • ramya_babu@mba.berkeley.edu

EDUCATION

University of California, Berkeley, Haas School of Business

May 2016

Master of Business Administration

- Relevant Courses: Marketing Analytics, Database Management, Marketing Research, Design and Development of Web-Based Products and Services
- Projects: Statistical analysis on dining behavior survey data and recommendations on marketing communications strategies (OpenTable), international GTM strategy: (tech startup), China growth strategy (Thermo Fisher)

University of California, Los Angeles

June 2008

B.A. in Economics and B.S. in Molecular, Cellular, and Developmental Biology

- Cum Laude, College Honors, Dean's Honors List, International Institute Research Prize Recipient
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EXPERIENCE

Salesforce.com, San Francisco, CA

2015

Product Marketing Intern, Analytics Cloud

- Built and launched website of collateral and technical assets to 200+ sales executives to support sales enablement
- Led webinar consisting of use cases, product demo, and customer interview to enterprise prospects, generated \$300K in pipeline within 48 hours and achieved a 4.6/5 rating by attendees
- Created sales and customer-facing marketing assets (e-book, product fact sheets, customer stories) and collaborated with product management, corporate marketing, and design teams

Accenture, San Francisco, CA

2013-2014

Management Consultant

New Product Launch

- Drove pre-launch activities and product planning of cloud-enabled product of hundreds of IT services and applications
- Led cross-functional team of 15 IT service owners, designer, enterprise architect, and developer to collect product content, build mock-ups and prototypes, and test product features
- Created roadmap of the product development cycle, designed pre-launch activities, and defined platform requirements
- Executed vendor selection process by compiling competitive benchmarking of platforms and product requirements

Triage Consulting Group, San Francisco, CA

2008-2013

Hospital claims auditing, insurance revenue data analytics, and revenue-optimizing and operational recommendations

Senior Associate (2010-2013), Associate (2008-2010)

Data Analytics

- Presented and recommended revenue-optimization strategies and process improvement tools to C-Suite stakeholders
- Managed firm's largest legal project of \$250M and developed statistical models presented in court hearings
- Led a team that identified causes of \$100M in cash delays and presented revenue-optimization solutions
- Developed firm's first automated report from a revenue analytics system, eliminating manual invoicing

Project Management

- Led 7 projects (2-10 team members) to analyze pricing data and recommend process improvements, resulting in 25% revenue surpluses
- Devised project goals by analyzing historical revenue streams and incorporating client requirements and needs
- Managed internal reporting and audit training programs for 60+ new employees and supervised 10+ trainers
- Led Senior Associate focus groups and compiled proposals for operational changes presented to the Board
- Prepared and delivered 40+ staff performance reviews and recommended candidates for promotion

Market and Customer Analysis

- Performed customer segmentation analysis and identified initiatives leading to additional revenue streams
 - Conducted competitive analysis of services, delivered recommendations on services to target key customers
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ADDITIONAL

- Skills: SQL, STATA & SPSS (statistical analysis), JustInMind (prototyping), Microsoft Access, Excel, PowerPoint, Tableau
- Donut lover, joke-of-the day advocator, international traveler (21 countries visited), miniature figurine collector