

Abhijeet Srivastava

Male, 29, Holding US B1 VISA

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EDUCATION

Year	Degree	Institute/School	% / CGPA
2012	PGDM	IIM Indore	2.73/4.33
2006	B.Tech(E & C)	Ajay Kumar Garg Engineering College, Ghaziabad	70.3%
2001	XII(U.P. Board)	Government Inter College, Banda	75.4 %
1999	X (C.B.S.E)	St. Mary's Convent School, Banda	83.8 %

NATIONAL & STATE LEVEL RECOGNITIONS

Target Corporation(US)	Finalist(out of 2000+ entries) of 'Next Big Idea' contest held across Target Corporation to identify a potential business idea themed at improving Multi-Channel buying experience for Target customers
State Level Paper Presentation	Awarded "Rajya Bal Vigyani" certificate at Rashtriya Bal Vigyan Congress, U.P. State level Paper Presentation Event
Organization Level Initiative	Ideated, initiated, designed & developed Car Pooling Tool. This tool is an organizational level contribution for Infosys

PROFESSIONAL EXPERIENCE

Target.com	Business Analyst (Retail & E-commerce)	April'12 –Present
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Working on the most crucial **Multichannel Initiative** of target.com which focuses on enabling Target for same day shipping, ship from store and buy online and pickup at store leading to integrated shopping experience across channels

Performing the role of **SME** for both **Browse** and **Checkout** space of Target.com

Specialized in handling **Agile** projects using scrum technique, is a **Certified Scrum Product Owner (CSPO)**

- Primarily focused on **improving shopping experience in Target.com** and identifying functional\workflow improvements on guest experience to increase the conversion rate, visitor loyalty, and average order value
- Collaborating actively with Technology, User interface design , Merchandising , Marketing and Creative design teams on various **product led initiatives** which enhances the guest flow & user experience in Target.com
- Work with business line owners and teams of architects, engineers and business analysts to **identify enterprise strategies** and solutions; build consensus and sell these solutions to executive level leadership
- **Administrator** and **trainer** for **JIRA** tool across organization to capture and organize issues, assign work, and follow team activity. **Responsible** for moving the entire target.com team for writing requirements in the form of word doc to using JIRA for maintaining requirements.
- Involved in **contract negotiation** for JIRA product upgrades. Handling relationships with **Appfire** for product support and **Atlassian** for product upgrades

Client & Vendor Management

- Handling communications from Buyers for improving **product display** and **item assortment** on Target.com
- Analyze metrics– Analyze, conduct experiments, do **A/B testing** and implement suggestions to enhance onsite shopping experience and **improve personalization** aspects across entire user flow
- Visualized and defined product specifications for a yet to be launched **strategic initiative** to integrate the shopping experience across channels, increase user engagement and enhance brand image
- Collaborated with various internal and external teams in successfully rolling out the **new checkout experience** for Target.com which went live in August '13
- Involved in **vendor selection** for Target.com. Handling the relationship with Adobe corporation for the product demo and evaluation activities resulting in personalizing, and automate marketing messages, leading to significant increases in efficiency, effectiveness, and ROI
- Received Star Award for effective requirement gathering, managing **Agile projects** with multiple teams comprising of business, architects, stores and online for Multi-Channel Fulfillment & Social Media strategic initiatives
- Support initiatives throughout the **solution development life cycle**, from establishing vision and scope to validating requirements in the testing phase
- **Negotiate agreements** and commitments by facilitating communication between business unit(s) and IT throughout the process

Infosys Limited	Functional Consultant (for various telecom clients)	Jun '06 - Jun '10
Leadership Responsibilities		
<ul style="list-style-type: none"> - Leading a team of 8 member team as an only point of contact for a \$5 million product - Knowledge Manager: Managed the Induction session for the new joiners in the project, trained them on the tools and the activities followed in the project - Configuration Controller: Ensuring that the versioning of code and documents is being done properly across the team, conducting audits - BBC [Best Business Practices]: conducted interviews, reports and surveys on parameters such as productivity, defect injection rate etc across the business unit for analysis and improvement 		
Awards and Achievements		
<ul style="list-style-type: none"> - Awarded Special Recognition Certificate for 100% client satisfaction by M.D. of British Telecom - Best Initiative in Development Centre—Kaar-A-Waan—Nominated for Infosys R&R Awards - 7/7 Stars—Client Engagement Feedback—Appreciation about AT&T project - Infosys Excellence Award—Nominated by team mates for excellent work in AT&T project - Saved 2000man-hrs/month with an efficiency of over 100% for the business unit by implementing an automation tool - Received multiple client appreciations for the contribution to the account and for consistent zero defect releases - As a knowledge manager, made the AT&T project the highest contributor to the Infosys knowledge repository - Authored, submitted several Knowledge Shop artifacts on Infosys portal 		

SUMMER INTERNSHIP		
Infotech Enterprises Limited	Business Development & Product Management	Mar '11 - May '11
Project Objective		
<ul style="list-style-type: none"> - Analysis of Distribution Automation (DA) in Smart Grid and Strategy Formulation to enter the market 		
Responsibilities and Achievements		
<ul style="list-style-type: none"> - Involved in the conceptualization of 'Go to Market' strategy , recommendations are under consideration for implementation - Conducted secondary market research across the globe for the DA market for market size, key vendors etc. - Depth of the research, analysis and strategy formulation was appreciated by the leadership team 		

POSITIONS OF RESPONSIBILITY	
Founding Initiatives	
Founding Member & Project Manager : <i>AIESEC, IIM Indore</i>	<ul style="list-style-type: none"> - Lead a team of 8 for research, development and execution of projects with corporate partners - Strike deal with various corporate giants to execute their short term projects
Leadership Positions	
Head, Corporate Relationship and Sponsorship Committee, Indore Marathon, IIM Indore	<ul style="list-style-type: none"> - Increased department corpus by 700% (Rs 50000 to 4 lakhs) by implementing various cost saving and aggressive sponsorship activities over a period of one year - Created participation fund which increased participation of department students by 200% in various level competitions - Conceptualized & executed district level events in collaboration with corporate partners and achieve increase in participation
Member, Infinit-I, IT and Systems Club of IIM Indore	<ul style="list-style-type: none"> - Sourced industry live projects, organized workshops, facilitated guest talk with Infosys co founder Mr. K Dinesh
Secretary, Eco Club, Infosys (Pune)	<ul style="list-style-type: none"> - Managed a team of 30, reduced food wastage at Infosys mess by 50% and made Infosys a polythene-free zone
Member, Sponsorship Team, Ahvan '11, Annual Management Fest of IIM Indore	<ul style="list-style-type: none"> - Generated sponsorship worth 3.5 lakhs from first time advertisers - Creating presentations for corporate sponsorships and present them to brand managers
Member, Sponsorship Team, Mridang '11, Annual Cultural Fest of IIM Indore	<ul style="list-style-type: none"> - Creating presentations for corporate sponsorships and present them to brand managers - Generated sponsorship from first time sponsors SnapDeal and Flipkart worth 4 lakhs
Member, Operations Team, Utsaha, Rural Marketing fest of IIM Indore	<ul style="list-style-type: none"> - Plan & execute logistic aspects: venue management, planning operations, scheduling & transportation