




**GANESH SUBRAMANIAM**  
SR. CONSULTANT- DIGITAL  
TRANSFORMATION

Well experienced and dedicated professional with more than 7 years of experience in Research and Consulting. Experienced in handling various projects involving Digital transformation, product lifecycle development, Auto retail, e-mobility, Connected vehicles, market entry strategy, growth strategy, M&A strategy and market sizing & forecasting.

**EDUCATION**



2012-14

MSc. in Engineering  
University of Upper Austria

2006-10


Mechanical Engineering  
Anna University


2004-06


Higher Secondary,  
Chellammal Vidyalyaya


**KEYWORDS**

- Business Development
- Digital transformation
- Team management
- Capability Analysis
- Connected cars
- Intelligent mobility
- Vendor identification
- Automotive Pricing strategy
- Market Entry Strategy Projects
- Growth Strategy Projects
- Investment analysis
- Technology Roadmap

 Wildgrass Apartments, F1, Block 1,  
Nirguna mandir layout, Koramangala,  
1<sup>st</sup> block, Bengaluru- 560095.

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 Ganesh Subramaniam

**ABOUT ME**

Marital Status	:	Single
Nationality	:	Indian
Date of Birth	:	24-08-1989
Hometown	:	Chennai, TN

**LANGUAGES**

ENGLISH	●	●	●	●	●
TAMIL	●	●	●	●	●
DEUTSCH	●	●	●	●	●
HINDI	●	●	●	●	●
SPANISH	●	●	●	●	●

**SOFTWARE SKILLS**

AUTOCAD	●	●	●	●	●
INVENTOR	●	●	●	●	●
CATIA	●	●	●	●	●
ADOBE SUITE	●	●	●	●	●
MS-OFFICE	●	●	●	●	●
SALESFORCE	●	●	●	●	●

**KEY CLIENTS SERVED**



**HOBBY**





## WORK EXPERIENCE



### Senior Consultant, Digital Transformation, Bengaluru, Apr'2018- Present

- Demonstrate in-depth understanding of digital technologies and their use-cases, provide thought leadership internally as well as to clients, including overall guidance, mentoring and supervision
- Understand clients' enterprise needs for emerging technologies and map the relevant use-cases to help them develop a framework that will enable an efficient technology transformation
- Help clients across various verticals like Automotive, BFSI, Software etc. align their operational strategies with the pervasive technologies like IoT, AI/ML, Analytics, RPA etc. through digital themes and understand the digital capability needs and related talent acquisition strategies
- Collaborate with senior management in development and enhancement of knowledge nuggets and thought pieces, methodologies and frameworks, website content development, etc.
- Lead and motivate all resources in the team, help them in coaching and skill sets buildings, including practice specific training and development initiatives



### Industry Analyst and Team Lead, Bengaluru, 2017- 2018

- Direct research tasks for the research & consulting projects, implement and maintain research standards, and manage analysts to ensure appropriate resource allocations
- Monitor trends in Automotive sectors and review sales and financial performance of all the vendors in the industry and assess their future strategies



### Senior Research Analyst & Team Lead, Chennai, 2015- 2017

- Experienced in various projects involving market entry strategy, growth strategy, competitive landscaping, new product launch, M&A strategy and market sizing & forecasting.
- Create, populate and maintain a team-wide database for quantitative and qualitative information on the A&T Vertical mentioned above for APAC / European / NA Market.
- Lead team of analysts in Chennai and Thailand for key consulting and growth strategy reports
- Continuously monitor key automotive technologies, and provide insightful quantitative and strategic insights to our clients through consulting engagements and workshops
- Aggregate data held by team analysts and conduct research to retrieve additional data from various official sources (e.g. international/regional organizations, country regulatory bodies, etc.)



### Product Management Intern, Mattighofen, Feb-July 2014

Product planning and development of a new motorcycle platform for KTM. Development of a product strategy and roadmap to communicate with the product development team. Communicating the potential of the motorcycle platform to top management and business executives around the world to make key decisions. Visiting customers, dealers and professional riders for interviews, focus groups and surveys.



### Design Engineer, Supreme Logistics, Chennai, 2010-2012

2D and 3D design of Truck trailers and cargo carriers using Autodesk inventor. Communicate the design to clients and production team for further development and making sure the product is developed and delivered in the right way. Assist in market research and understanding the trailer market in India

## DECLARATION

I, Ganesh Subramaniam hereby declare that the above-mentioned information is true to the best of my knowledge and belief.

Date: 08.11.2020

**GANESH SUBRAMANIAM**