**Manoj Saraswat**

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**Executive Summary:** A **Practitioner and Transformational Leader** with career of 25 years in IT - including 8 years as technology & practice leader evangelizing, architecting and developing digital solutions driven by Artificial Intelligence, Data and Analytics, a decade of managing large accounts, 6 years of managing large-scale programs using scaled agile frameworks; 5 years of managing demanding client relationships; and 15 years of development experience in EDW/Data Mart/BI/ reporting/MDM and Dashboards.Extremely passionate about applying emerging technology to solve real-world problems.

I have expertise in incubate & manage niche skills practice growth with P&L responsibilities working closely with many fortune 500 clients in **Financial Services, Retail, Travel & Hospitality, Healthcare, and Pharmaceuticals** industry verticals and in horizontal expertise areas of **CRM & Loyalty Management, Marketing Effectiveness, Consumer Insights, Supply Chain Management, Risk Management, Pricing Analytics, Big Data Analytics, MDM, Data Warehouse and Business Intelligence**.

**Key Highlights:**

* Architected and defined the development road-map for a Retail AI Platform (Digital, Modular, Open, Intelligent and Resilient)
* **Digital Transformation** - An AI-led Shopper Assistant conversational platform, C360 platform & Recommendation Engine based Next Best Offer, OCR based Content Automation, An AI-Powered Catalog enrichment, Cashier free checkout to delight customer experience
* Superior leadership and communication skills coupled with fine-tuned analytical, interpersonal skills; proficient in displaying tenacity and diligence during challenging assignments
* Capabilities in gathering requirements, drawing resource estimates, aligning solutions as per organization’s strategic goals, conceptualizing cost-effective and customized solutions
* Strong experience in formulating strategy, standards, processes & business-case development for large transformation programs.
* Build trusted Analytics advisor relationships in the C-level/executive management level across the client organization and drive the meeting/presentation/workshop in structured way.
* Help customer to define their digital; data and analytics strategies, analytics & digital maturity index, chose technology and drive the data driven enterprise and transformation as trusted advisor/partner.
* Build and leverage an ecosystem of partners, alliances and CoEs to have ready-to-deploy teams to build customer specific analytics strategy and solutions.
* Driving business growth through solution/innovation in data and analytics space through top existing accounts through business-technology alignment as well as strategy to get new logo.
* Demonstrated leadership in the area of Enterprise Information Management (EIM), BigData, Data lake, AI/ML, Advanced Analytics and Digital strategy, solutions and road-map.
* Excellent communication, facilitation and client relationship management skills
* Driven P&L responsibilities (portfolio of 300+ teams and $20M business)

**Innovation & Thought Leadership:**

* Multiple white papers & blogs in digital transformation & analytics space
  + <https://www.linkedin.com/pulse/outlook-digitization-manoj-saraswat/>
  + <https://www.linkedin.com/pulse/incentive-analytics-modern-challenge-manoj-saraswat/>

**Retail AI Platform -** Customer 360 | CX | Conversational |Digital Supply Chain Management | Merchandising | Fraud | Sales &

Marketing

**Digital Transformation** - Retail | Telco and Travel & Hospitality

* Created multiple Points of View on digital transformation, customer experience, data science, marketing/customer analytics, cognitive and EDW/BI for Retail, Financial, Telco and Travel & Hospitality Industry.

**Core Competencies:**

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| **Sales & Business Development** | Account farming & mining, Stakeholder Relationship, Alliance management, Bid Management, RFP/RFI/RFQ and proactive proposals |
| **Delivery & Operations** | Account Management, Program Management (Budget., Planning & Forecasting), Delivery Excellence, Vendor Management and People Management |
| **Practice & CoE Management** | CoE enablement, innovation, competitive intelligence, Alliance partnership, white papers, PoCs, solution evangelism, talent acquisition & incubation. |
| **Technical Domains** | Advanced Analytics (Predictive/Perspective/Descriptive & exploratory analytics), DW Architecture, MDM, Data Governance, Data Integration, Data ingestion, Data Quality, Business Intelligence, Data Visualization, BigData/Data lake on Hortonworks & Digital Solution design, Gap Analysis, Digital, Analytics & BI strategy & Roadmap, Due-diligence, Microsoft Azure, Azure AI/ML, CI/CD, Customer build AI, |

**Experience Details:**

**Reliance Digital Health US (A Subsidiary of Reliance Industries Ltd) Hyderabad India Sep’2021-Till Date Role: Vice President, Digital Health**

Responsible for Healthcare platform strategy, Innovation and Sales.with accelerated record of viable solutions and driving business innovation, directing Healthcare Vertical Practices, service enhancement & operational leadership to accelerate business growth & gain competitive edge. Partnering with global Pharma, Device Manufactures and Universities to provide platform to validate their products and faster time to market.

**Jio Platforms Ltd, (A Subsidiary of Reliance Industries Ltd) Hyderabad India Jun’2018-Sep’2021 Role: Solution Leader & Advisor AI CoE**

* Worked closely with SBUs for defining analytics strategies, identification of Use-Cases
* Led the analytics professionals in delivery and innovation center comprising consultants, engineers and data science experts.
* Developed the AI Framework and component architecture to deliver AI/ML solution across Reliance business.
* Developed a comprehensive C360 solution to improve customer experience/Churn/Revenue Uplift, customer retention for Jio/ Jio Payments and other reliance's line of businesses
* Developed standardized and customized Business Analytics solutions (Customer churn, Price optimization & Campaign Optimization, Loyalty) for Reliance businesses such as Retail , Petro-Chemical, Telco & Media
* Provided AI based solution for key problems in Jio Network such as Call muting/Call Drop / Alarm Prediction/ Call Quality Prediction, Call Experience and Customer Churn prediction.
* Developed CoE operating framework and key metrics to measure the CoE efficiency.
* Conceptualized AI/ML solution for Digital Supply chain (Inventory/Demand & Logistic) for Reliance Refinery and PETCHEM business.
* **Retail AI Platform:** A digital platform to power reliance retail from Customer to Product to Store
* **C360** - Customer understanding and behavior segments to provide Hyper personalization ~ 300 mn Users
* **Shopper Assistant** - Design & Developed shopper assistant to provide seamless shopping experience - By Voice (9 Indian Languages). / Image Based / Text Based & Bar-code based
* **Digital SCM** - Platform to predict accurate demand at each SKU level, Inventory Optimization - to keep accurate inventory for each SKU, Price Optimization - Delta change on price impact due to
* promotion/big days, SKU Aging, Replenish cycle optimization
* **Automation (CEPT)** - Delivered AI driven catalog enrichment process tool to automate catalog management for 3000000 SKUs - 90% efficiency gain, 80% reduction in labor
* **Automation (JIPP)** - Delivered AI driven invoice processing platform, OCR invoices to text conversion to ASN code generation - 80% efficiency gain, 90% reduction in labor
* Automation - Delivered Cashier-Free checkout solution to delight customer experience - 80% reduction in time to each checkout process, 60% decrease in revenue loss,
* Hired the various skilled people in the area of data engineering/data science/ Product Managers/ to develop the outstanding & innovation oriented organization.

**Data Science Start-ups, Hyderabad India Jan’2017-May’2018**

**Role: Advisor / Freelance Consulting**

* Developed multi-year Analytics Strategy and business plan
* Developed standardized and customized Business Analytics solutions for key clients
* Identified key solution themes and use-cases in emerging areas

**CIBER INC, USA | [www.ciber.com](http://www.ciber.com) Sep’2014-Nov’2016**

**Role: Practice Leader- Data & Analytics Advisory Practice**

* Worked closely with customers for defining strategies and driving data-driven and digital transformation
* Led the largest practice of analytics professionals in delivery and innovation centre comprising consultants and data science experts.
* Led the analytical CoE-setup for a leading global hotel chain to provide full stack decision engine- managing their infrastructure, data, BI and advanced analytics initiatives. Implemented and manage Hadoop data lake cluster to manage the volume and velocity of data and helped scale analytics. Transformed the client’s technology to a flexible future-proof tech stack and implemented multiple analytical initiatives contributing ***$17M in incremental revenue***.
* Led a ***multi-geography digital & BI transformation engagement*** with a leading Hospitality and Retail customer to setup and maintain executive sales & marketing dashboards integrative market data/loyalty data and reservation data to enable analysis of effectiveness of various initiatives.
* Led portfolio of accounts contributing ***to organization revenue*** and work with clients to create analytical roadmap and to identify opportunities for driving proof-of-concepts (PoC) solutions - appropriate technology stack, relevant analytical solutions, implementation schedule, benefit measurement templates, change management & embedding analytics with in the organization’s DNA.
* Developed standardized and customized Business Analytics solutions (Customer churn, Price optimization & Campaign Optimization, Loyalty) for Retail and Travel Hospitality & Financial Services
* Spearheaded the sales engine by doing multiple road shows within North America to generate additional pipeline and business.
* Responsible for farming and mining the accounts (new, incremental and repeat business), account management, contract management, program governance
* Managed Alliance partnerships for portfolio of accounts (Informatica, SAS, Python, IBM, Splunk, Hortonworks, Datastax, MangoDB, Hybris, SAP & Microsoft, Amazon AWS)
  + Interlock with alliance partners and formulating the strategy for joint approach, joint propositions for focused opportunities
  + NDA, contract negotiations, Value added Reseller (VAR) agreements
  + Facilitate customer interactions during product conference and events
  + Trainings, product workshops and enablement processed
* Managed CXO level connects within multiple accounts
* Managed RFI/RFP/RFQs and proactive proposals.

**Wipro Technologies, USA | [www.wipro.com](http://www.wipro.com) Oct’2013-Sep’2014**

**Role: Consulting Leader- Wipro Analytics**

* Led consulting organization for key analytics transformation programs and BICC
* Formed and structure the design office (Center of Excellence) at heart of the enterprise to deliver high value solutions to various transformation programs across LOBs which resulted
  + Program/ Project Standardization
  + Architecture consistency & scalability improvements
  + Establishments of Analytics Lab to deliver various analytics initiatives
  + Enterprise view on (Business/Solution & Infra architecture)
* Solution design and Pre-Sales lead of “Go-to-Market (GTM)’ group of Analytics & Information Management (A&IM) service line; handled Financial services & Banking accounts globally
* Aligned various themes of client’s strategic vision to Wipro’s BI/DI/IM and Analytics portfolio of services and solutions. Initiate PoCs, knowledge and mind share sessions to showcase Wipro’s capabilities and solution offerings to client stakeholders.
* Revitalize Analytics & BigData program by introducing a strategic go-to-market framework.
* Performed competitive intelligence (CI) of Advanced Analytics service line for Wipro to study and analyse industry, market, customer, supplier (product vendors), competition and Wipro internal organization.
* Led the sales process from Opportunity Identification, Deal Planning, Proposals, POC’s and Final Negotiations for various programs.
* Liaison with various account manager, geo sales, and Strategic Marketing Group to identify business development and sales opportunities for A&IM service line.
* Managed RFP/RFI/RFQs and proactive proposals.

**Manthan Bangalore, IN | [www.manthan.com](http://www.manthan.com) Apr’2012-May’2013**

**Role: AVP- Advanced Analytics & BIIM Services**

* Set-up a program for personalized campaigning to the members of the largest multi-merchant loyalty program in Singapore. The program has more than 1000 participating outlets in Singapore and over $1.3 million members in the program.
* Implemented the analytics roadmap – customer segmentation and lifetime value models, market basket analysis, implemented design of experiments and customer uplift models and campaign optimization leading to incremental revenue of $8 million annually
* Enabled set-up of the advanced analytics & BIIM consulting services practice at Manthan, charted the practice roadmap, Go-to-market strategy and defined the solutions and frameworks which will be competitive differentiators
* For a leading Retailer implemented the analytics roadmap – customer segmentation and life time value models, market basket analysis, implemented design of experiments and customer uplift models and campaign optimization leading to incremental revenue of $8M annually.
* Identified opportunities in customer and marketing analytics space in APAC, Middle east and Europe and delivered PoC projects which led to significant wins for Manthan
* Created industry-wide analytical solutions and define new area of growth in Retail Business Analytics through innovation
* Overall P&L responsibilities of Data & Analytics products and services practice

**Capgemini Bangalore, IN | [www.capgemini-consulting.com](http://www.capgemini-consulting.com) Jul’2010-Mar’2012**

**Role: Engagement Manager- Advanced Analytics & BIIM Services**

* Led delivery of customer analytics engagements, program management and change management process of major Analytics and BI transformation projects for clients in Retail, Finance, Pharmaceutical and Automotive space in France.
* Managed a portfolio of accounts comprising over 100+ consultants, $5M business and utilization
* Improved delivery effectiveness and productivity by 40% and increased the portfolio growth by 80% in span of one year
* Established “Delivery Excellence Framework” in delivery organization to improve offshore delivery capabilities which resulted in delighting the customer and improved CSAT score.
* Won a $8 million contract with an Automotive major in France to decommission their decision support systems (DSS) and transition to SAP BI. Worked closely with the FP&A team to program manage the transformation with focus on providing near real time decision making support.
* Managed architect portfolio of 15 architects/designers and 60 developers onshore and offshore during integration program for Group Data Warehouse (GDW) platform readiness.
* Managed team of consultants from premier B-schools with focus on people leadership, talent acquisition, capability building, operations and financial management.
* Participated in large scale deal structuring and ensured wins for many multi- million $ Data & Insight deals
* Handled core issues of large accounts like motivation of teams, retention of tacit knowledge, attrition, discipline, billability leakage, quality of execution and client escalations.
* Ensure service fulfilment of new awarded business and revenue realization
* Client stakeholder management, Risk Management and Change Management.

**HCL. Infosys, IBM & Various company Jul’1996-Jul’2010**

**Role: Practice Lead/Program Manager/Solution Architect- BI & Analytics**

* Led delivery of DWBI & analytics engagements, program management and change management process of major Analytics and BI transformation projects for clients in Automotive, Finance, Aerospace and Chemical & Petroleum space for US region
* Delivered a CDW solution which decommissioned existing various DW platforms and addition of new sources, which enabled customer to manage reporting/dashboard and various analysis from centrally and cater to more than ~15000 business users in real-time. Due to decommission of existing DW platform resulted $10-20 mn cost savings.
* Generated incremental revenue of ($1M-4M) through account mining.
* Participated in pursuit activities and won several deals of size ($1M -$5M)
* Anchored major deals & helped in architecting and building solutions for Data Management/MDM/DQ and Reporting & Analytics programs.
* Client stakeholder management, Risk Management and Change Management
* Implemented and provided solution/technical leadership to multiple EDW/BI/MDM/DQ/Data Governance projects
* Design, development, Implementation, requirement analysis and integration of EDW/BI/MDM/DQ projects for multiple clients.
* Delivered a DQ/MDM solution which improved worldwide customer data quality by 85% which resulted increase in top line numbers to top management and cost saving of $20 mn / year.

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| **Technical skills** | |
| * ETL Tools | * Informatica Power Mart, Data Stage |
| * Big Data (Hadoop) | * Hadoop (HDFS), MapReduce, Sqoop, Hive QL, Pig, MapReduce, Hbase, Zookeeper, Yarn, Horton works HDP HW HDP APH, Spark |
| * Reporting Tools | * Cognos Impromptu, Impromptu Web Reports, Visualizer, Cognos Architect, Cognos Upfront, Cognos Query |
| * OLAP Tools | * Power Play, PowerPlay Transformer |
| * Databases | * Oracle, MS Access, IBM DB2, Teradata, AWS |
| * Languages | * SQL Programming, Shell scripts |
| * DQ tools | * Trillium, Informatica IDQ |
| * OS | * Windows, Win NT, UNIX |
| * Project Management tools | * MS Project, Celliber RM |
| * Cloud | * Microsoft Azure, Jio Cloud, AWS |

**Education Qualifications:**

* B.Sc. (Math’s) from Agra University, Agra in 1996
* Green-Belt certified in Six Sigma. From GE
* PMI

**References: ​** Available upon request.