



# ANAND VIJAY

Master's student with more than 3 years of interdisciplinary experience in sales and product management of SaaS fleet management services

## CONTACT

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📍 Aachen, Germany

in [anand~vijay](#)

## PERSONAL



Nationality: Indian

Place of Birth: Ernakulam

Date of Birth: 27 Dec. 1993

## LANGUAGES



English ● ● ● ● ●

Malayalam ● ● ● ● ●

German ● ● ● ● ●

Hindi ● ● ● ● ●

Tamil ● ● ● ● ●

Sanskrit ● ● ● ● ●

## EDUCATION

**Master of Science** - Technology, Innovation, Marketing and Entrepreneurship // Oct 2018 - Present  
RWTH Aachen

Average GPA: 1,40

**Bachelor of Technology** - Mechanical Engineering // Aug 2012 – May 2016

Cochin University of Science and Technology GPA: 8.35

**Senior Secondary Education**

Chinmaya Vidyalaya Percent: 92%

## WORK EXPERIENCE

### Work Student - Sales and Marketing

Silizium Circuits Pvt. Ltd., Remote // Dec. 2020 – Present

- Develop the business plan and marketing strategy for the early-stage startup
- Identify and establish strategic partnerships for business development

### Master Thesis Student – Product Management

Mercedes-Benz Connectivity Services GmbH, Stuttgart // Mar. 2020 – Aug. 2020

- Master thesis on “Developing a Product Requirements Process for a small Software-as-a-Service Business.”
- Prepared the process documentation and collected requirements to implement the product-requirements process
- Supported a new product development by identifying use cases, creating mock-ups and analyzing customer surveys

### Intern – Product Management

Mercedes-Benz Connectivity Services GmbH, Stuttgart // Sep. 2019 – Feb. 2020

- Defined the product-requirements process, developed templates and portfolio for requirements evaluation
- Conducted and published results of regular market and competition research through an internal newsletter
- Supported Product Manager with the definition of epics, user stories, and acceptance criteria for a new digital product
- Updated the API data catalogue in collaboration with the product manager

## IT SKILLS

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MS Office	● ● ● ● ●
Excel VBA	● ● ● ● ●
JIRA	● ● ● ● ●
Confluence	● ● ● ● ●
HTML5	● ● ● ● ●
Salesforce	● ● ● ● ●

## PERSONALITY

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- ✓ Self-Motivated
- ✓ Team-Player
- ✓ Active Feedback-Seeker

## INTERESTS

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### Sales Engineer – Sales and Marketing

L&T Howden Pvt. Ltd., Faridabad // Jul. 2016 – Jul. 2018

- Developed technical and commercial offers for rotary equipment and clarified the scope of supply and services
- Led SAP SD team for order book, project budget, cash-flow, taxation and commercial terms
- Organized regular meeting with clients for techno-commercial negotiations and order closure

### Intern – Engine Assembly Plant

Ford India Pvt. Ltd., Chennai, // May 2014 – Jun. 2014

- Project on Reduction of Changeover Loss at Engine Assembly Plant
- Proposed changes to increase the jobs per hour by reducing changeover losses

### Content Writer

Autoupshot, Remote // Sep. 2013 – Dec. 2013

- Wrote articles on the latest automobile launches in India

## ACADEMIC ACHIEVEMENTS

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**TIME Scholarship for Academic Excellence** - RWTH Business School // 2018

**Design Thinking Certificate** – RWTH Business School // 2018

**Academic Excellence** - Chinmaya Vidyalaya Scholarship // 2010

## RELEVANT ACADEMIC PROJECTS

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### Master Thesis on “Developing a Product Requirements Process for a small Software-as-a-Service Business.”

Developed a process concept for requirements engineering in a small SaaS business through literature review and case study.

### Innovation Ecosystem Practicum for Connected Vehicle Auto Insurance

Developed a business strategy for auto insurance within the connected car ecosystem at University of Cambridge.

### Marketing Strategy for Adidas

Developed a go-to-market strategy for Adidas as a part of Marketing Management course at RWTH Aachen.

## REFERENCES

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Prof. Daniel Wentzel - Professor, Lehrstuhl für Marketing, RWTH Aachen, [wentzel@time.rwth-aachen.de](mailto:wentzel@time.rwth-aachen.de)

Pascal Thau - Sr. Product Manager, Mercedes-Benz Connectivity Services GmbH, [pascal.thau@daimler.com](mailto:pascal.thau@daimler.com)