



ANAND VIJAY

M.Sc. in Technology and Innovation Management with 3+ years of interdisciplinary experience in product management and sales.

CONTACT

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PERSONAL



Nationality: Indian

Place of Birth: Ernakulam

Date of Birth: 27 Dec 1993

LANGUAGES



English	●	●	●	●	●
Malayalam	●	●	●	●	●
German	●	●	●	●	●
Hindi	●	●	●	●	●

EDUCATION

Master of Science - Technology, Innovation, Marketing and Entrepreneurship // Oct 2018 – March 2021
RWTH Aachen GPA: 1,30

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

MS Office	● ● ● ● ●
Excel VBA	● ● ● ● ●
JIRA	● ● ● ● ●
Confluence	● ● ● ● ●
HTML/CSS	● ● ● ● ●
Postman	● ● ● ● ●

PERSONALITY

My Personality Type: ENFJ-T
([Turbulent Protagonist.](#))

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

INTERESTS



Proposal 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

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

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

Prof. Daniel Wentzel - Professor, Lehrstuhl für Marketing, RWTH Aachen, *Email available on request*

Pascal Thau - Sr. Product Manager, Mercedes-Benz Connectivity Services GmbH, *Email available on request*