RICHA MALHOTRA

(315) 516-9968 | richamlh99@gmail.com | [in] linkedin.com/in/richamlh99/ | [O] https://richamlh99.github.io/richamalhotra/

EXPERIENCE

Senior Management Consultant (Product & Strategy), Ernst & Young, San Francisco   **July 2017 - Present**
- Defining the product roadmap/lifecycle, monetization, marketing and GTM strategy (creating digital asset demos, future-state customer experience maps) for building 'Responsive Experience Design', an innovative consulting offering focused on customer experience
- Advised a credit card product launch at a multi-national bank for the high net worth segment. Defined product features, marketing strategy and product positioning through market research, benchmarking, cardholder's transaction data analysis
- Guided the development of 3 new technology products at a global investment management firm, facilitating workshops with their product team and leadership to build document/approval management products helping streamline workflows
- Optimized a global payments company's sales team's onboarding and implementation process. Analyzed employee performance data & identified KPIs to build a benchmarking tool, implemented as a global performance measurement standard

Senior Business Analyst (Investment Management), Evalueserve, India   **Jan 2015 - Aug 2015**
- Conducted market research and data analysis for launching an innovative payment technology product in 9 new markets by market sizing, customer segmentation and competitive benchmarking
- Defined KPIs and built an automated model for identifying M&A opportunities, improving analysis efficiency by 92%
- Published a weekly newsletter to the client using Factiva capturing highlights relevant to client's target industries, companies and markets

Business Analyst (Investment Management), Evalueserve, India   **Oct 2013 - Dec 2014**
- Won client engagements by building industry reports in fintech, insurance and real estate domains in a record turn-around-time
- Led the ideation of an automation club to develop automated VBA based macro solutions helping saving time by 49%

Data Analyst (Financial Planning & Analysis), KPMG, India   **Feb 2013 - Oct 2013**
- Collaborated with the management and technical team for building a Tableau based dashboard reporting the company revenues and costs
- Built cost reduction strategies and released cost and revenue reports to the Leadership Team which impacted the firm's budget allocations

EDUCATION

M.S. Information Management, Syracuse University, NY **(GPA: 3.9/4)**   **Aug 2015 - May 2017**
Coursework: Project Management, Business Analytics, Systems Analysis, Risk Management, Database Management, Applied Data Science

M.B.A., Jaypee Business School, India **(GPA: 3.9/4)**   **Feb 2011 - Feb 2013**
Coursework: Strategic Management, Quantitative Research, Marketing Methods, Risk Management, Supply Chain Management, Lean, ERP

Bachelor of Computer Science, Jaypee Institute of Information Technology, India **(GPA: 3.5/4)**   **Feb 2008 - Feb 2012**
Coursework: Software Engineering, Fundamentals of Algorithms, Project Management, Quality issues in Engineering, Engineering Statistics

LEADERSHIP and ACCOLADES

Ernst & Young   **Jul 2017 - Present**
- Supporting the Women Initiative Foundation chapter for EY driving the communication, planning and execution of the workshops
- Won multiple 'Bravo' employee recognition awards from EY Leadership for excellence in performance

Syracuse University (Finance Chair for iSchool Graduate Student Organization)   **Oct 2015 - May 2017**
- Planned and implemented academic and social events for 150+ iSchool graduates acting as a liaison between faculty and the student body
- Generated and managed documentations to build budgeting and cost management strategies for conducting every event under the budget

Evalueserve   **Oct 2013 - Dec 2014**
- Won "Contributor of the year" (top 10% of the firm), "Pat on the Back" (top 3% of the team) award and received an out of cycle promotion

ACADEMIC PROJECTS

Product Analysis for an American Insurance Claim Processing System, Syracuse University   **Aug 2016 - Dec 2016**
- Created Strategic Roadmap and Business Model Canvas defining value proposition, customer segments by eliciting business requirements
- Conducted Feasibility Analysis, Use Case Modeling (UI, Use Case, DFD, PIECES, Swim Lanes), generated wireframes, prototypes of the UI

Database Design and Implementation of a Patients Network, Syracuse University   **Jan 2016 - May 2016**
- Analyzed functional & non-functional requirements to create a relational database using MS SQL Server & user interface using MS Access
- Optimized database performance by deploying normalization techniques, eliminating data redundancy, and improving data consistency

TECHNICAL SKILLS

- Functional Skills: Product Analysis & Strategy, Primary/Secondary Market Research, Data Analysis, Agile, SDLC
- Tools/Languages: SQL, VBA (Macros), HTML/CSS, Power BI, Tableau, SharePoint, Trello, Visio, SPSS, MS Project, MS Suite (Excel, PowerPoint, Access)