

# RICHA MALHOTRA

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## 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; secured 3 vendor partnerships and increased revenue by 6% annually for Innovation practice
- 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. These document/approval management products streamlined workflows, resulting in 73% increase in efficiency
- 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 save analysis 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/revenue reports to the Leadership Team which influenced 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

- Leading 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)