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ANUPAMA BHAVE

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Education

- 1999-2001 **MIT SLOAN SCHOOL OF MANAGEMENT** **CAMBRIDGE, MA**
Candidate for MBA, June 2001
Concentration in New Product and Venture Development
Marketing Club, Media and Technology Club, e-MIT, MIT \$1K business plan competition
- 1991-1994 **BANASTHALI UNIVERSITY** **RAJASTHAN, INDIA**
M.S. in Computer Applications; Gold Medal for graduating first in class of 60
- 1988-1991 **DELHI UNIVERSITY** **NEW DELHI, INDIA**
B.Sc. (Honors) in Electronics; Graduated 7th in class of 210

Experience

- Summer 2000 **THE McKENNA GROUP, INC.** **BOSTON, MA**
Consultant
- Developed, as part of a 4-member team, strategy for Web-enabled drug development process for \$20+ billion pharmaceutical firm.
 - Interviewed more than 20 senior executives to assess market needs and explore partnerships.
 - Defined 4 alternative e-business models based on these interviews as well as additional financial analysis, competitive analysis and discussions with client team members.
 - Presented recommendations to client's top management. For finally selected e-business model, created implementation plan, as well as detailed financials demonstrating \$500 million valuation.
- 1997-1999 **KINETIC TECHNOLOGIES, INC.** **VIENNA, VA**
Project Leader
- Initiated reassessment of company's existing marketing strategy. Recommended shift in focus from acquiring new clients to deepening existing client relationships.
 - Held comprehensive responsibility for client engagements, including proposal development, contract negotiation, project planning, client management and development team leadership
 - Led 6-member team to develop employee information system for company's largest client. Developed strong relationships with senior client managers during project. Based on understanding of client's unmet needs, initiated follow-on project worth 5% of firm's revenues.
 - Led 4-member team of software programmers to develop Web-based application for major Federal government institution. Completed assignment under budgeted time.
- 1996-1997 **DUNN SYSTEMS, INC.** **CHICAGO, IL**
Senior Software Engineer
- Held sole responsibility for relationship with major clinical research center client. Led 5-member team to develop database application for tracking clinical trial patient information.
 - Developed Internet-based account management tool for major multinational bank that boosted customer satisfaction scores by 15%.
 - Extensively involved in recruiting, conducting on the average 2 interviews per week.
- 1994-1996 **TATA UNISYS LTD.** **NEW DELHI, INDIA**
Software Engineer
- Selected over 25 others as application architect for our firm's largest (worth \$8 million) project ever, for child welfare department of Midwest U.S. state.
 - Conducted in-depth end-user focus groups to understand client needs and develop design specifications.
 - Led 25-member team in India to implement project according to specifications. Managed beta testing of system with multiple end-user segments to refine final production version.
 - Developed new hire training program and held new hire training sessions three times a year.

Personal

Conducted literacy classes in Rajasthan, India. Taught high school students from shantytown near my home in Delhi. Organized yoga classes for community. Enjoy snorkeling, kayaking, traveling.