Objective

Suitable position which will give me an opportunity to showcase my skills in data science, analytics and management. This will help me in contributing to the growth of the organization.

Profile

Motivated, personable professional with a PhD degree and a successful 19-year track record of both corporate and academics. Talent for quickly adapting to change – recently transitioned from lecture based to a fully case based pedagogy as per the requirements of the orgnization. Also successfully transitioned from academics to the corporate environment. Diplomatic and tactful with professionals and non-professionals at all levels. Accustomed to handling sensitive, confidential records.

Flexible and versatile – able to maintain a sense of humor under pressure. Poised and competent with demonstrated ability to easily adjust to different environments. Thrive in deadline-driven environment. Excellent team-building skills.

Skills Summary

|  |  |  |
| --- | --- | --- |
| * SAS * R * Python * SPSS * Quantitative Methods * Business Research Methods * Business Intelligence | * Project Management * Business Modeling Simulation * Ithink * Arena |  |

Professional Experience

Cognizant Technology Solutions (June 2015 - Current)

General Manager-Heading the ‘Research as a Service’ division within the Cognizant Research Center. In charge of the delivery for various research projects for different clients. The projects include forecasting, market sizing, news analysis, developing country reports and Product & Technology benchmarking. I have also developed a research product, Mobile First Index along with a team of four analysts. This is an ongoing project where a quarterly update is published for this research product. The details are mentioned below. The following are some of the analytics projects I have handled:-

1. Segmentation study- A questionnaire was designed to collect responses from 700 U.S. banking customers. Based on the responses, hierarchical cluster analysis was applied to find the number of segments in which the customers could be divided. Then K-means clustering was applied to profile these customers. Five segments were identified and profiled based on demographics and usage patterns.
2. Peer to peer lending study- A questionnaire was designed to collect responses from 1400 U.S. lenders and borrowers who had used peer to peer lending platforms. A logistic regression model was built to identify probable defaulters to help the lenders. Apart from financial variables, social variables like peer group rating and lenders’ endorsements were also considered as predictor variables.
3. Mobile First Index development- The top 100 U.S. P&C Insurance companies (based on net written premium) were considered for this exercise. Out of this list, companies having customer facing apps were identified. These apps were downloaded onto different android and iOS devices to study the available features. Principal Component Analysis was applied to calculate the weights for these features. The feature weights were used to calculate index scores for each of the P&C Insurance companies having customer facing apps. An industry index score was also calculated. This was compared with a similar score for their websites.

I handle a team of 6 analysts and also contribute in an individual capacity.

Cognizant Technology Solutions (February 2011- May 2015)

Deputy General Manager- Member of the Cognizant Research Centre team handling thought leadership papers. Have written a paper titled, “Building sustainable competitive advantage using advanced analytics” which was published in CFO Innovation Asia, a trade journal. Also published two other papers titled, “How advanced analytics will inform and transform U.S. retail” and “Global IT Sourcing Effectiveness: Five ways it is moving beyond labor, cost arbitrage.” Have written four more papers in the areas of supply chain and service delivery models. Also involved in conducting weekly review of associates in different teams (BFS, Strategy research and TCR). Recruitment through campus interviews is also a part of my profile. Involved in delivering client presentations for business development. Have delivered presentations for top global companies in the insurance, utilities and retail sector where the participants have been very senior people (MD, VP and the like)

Market Research Projects- Handled a couple of market research projects in broadcast communication and mortagage industry. These were about creating the India entry strategy for couple of Fortune 500 clients. These projects were executed right from scoping to closure.

Teaching, Research and MDPs

* Launched a new course called ‘Business Intelligence’ at IBS Hyderabad.
* Published a couple of research articles in refereed International journals approved by SCOPUS.
* Handled MDPs and workshops for participants from corporates like Cap Gemini, AC Nielsen, UBS and Wipro.
* Undertook a project for a bank where ‘bad’ credit risk and ‘good’ credit risk were predicted using loan amount, mortgage due, property value, years on the job, number of derogatory reports, delinquent trade lines, age of oldest trade line, number of credit enquiries, number of trade lines and debt to income ratio as predictor variables. ‘Decision Tree’ was used as the technique for accomplishing this project. ‘SAS’ was the tool used.

Administration

* Handled the IBS PhD program as a coordinator. Am responsible for admissions, conduct of classes, organization of qualifying exams, formation of Doctoral Advisory Committees and the organization of PhD Defense. Was a member of the Board of Management of IFHE University of which IBS Hyderabad is a part.

Employment History

Academic (8 years and 4 months)

* Associate Professor, IBS Hyderabad (June 2010-Present)- Currently teaching courses on Quantitative Methods and Business Modeling and Simulation. Am also acting as a member on the ‘Doctoral Advisory Committee’ of two PhD students.
* Assistant Professor, IBS Hyderabad (June, 2005 – May 2010) – Handled MBA and PhD courses and guided students for their Summer Internship Projects and Management Research Projects.
* Research Scholar (October, 2002 - April 2005)- Joined ICFAI Institute of Management Teachers(IIMT) as a doctoral student. Have handled Quantitative Methods, Business Research Methods, Business Intelligence, Business Modelling and Simulation and Project Management.

Non Academic (11 years)

* General Manager, Cognizant Technology Solutions (June 2015- Current)
* Deputy General Manager, Cognizant Technology Solutions (February 2011- June 2015)
* Sales Manager, HCL Infinet Limited (October, 2000 - October, 2002).   Was responsible for Dealer development in Delhi, MP, UP and Chhattisgarh. Was handling a team of 12 Sales Executives. Was involved in the setting up of operations at Bhopal, Indore and Raipur.
* Marketing Manager, Interactive Multimedia Technologies (January, 1999 - September, 2000).   Was handling Corporate accounts for web site designing and other online projects.
* Sales Engineer, PCL Access (July, 1996 - December, 1996).   Was selling computers.

Education

* Ph.D. in Management- ICFAI University,  Dehradun,  2007.
* MMS in Marketing and Systems- Malviya National Institute of Technology, Jaipur, 1999 (73%)
* B.E.  in Electronics and Communications- Bhilai Institute of Technology,  Bhilai (Chhattisgarh) ,  1996. (73%)

**Intellectual Contributions** -------------------------------------------------------------------------------------

**White Papers (myself as author)**

1. Building sustainable competitive advantage using advanced analytics, June , 2011.
2. How advanced analytics will inform and transform U.S. retail, July, 2011.
3. Global IT Sourcing Effectiveness: Five ways it is moving beyond labor, cost arbitrage, July, 2011

**Refereed International Articles**

1. Siddhartha Dasgupta, Rik Paul and Sanjay Fuloria(2011) Factors affecting behavioral intentions towards mobile banking usage: Empirical evidence from India. *Romanian Journal of Marketing*, No.1, January-March, pp. 6-28
2. Vishal Mishra, Sanjay Fuloria and Shailendra Singh Bisht (2010) Disaster Management through better understanding of disaster susceptibility and community access to resources, *Disasters* (Wiley-Blackwell) (accepted on October 16, 2010)
3. Shailendra Singh Bisht, Vishal Mishra and Sanjay Fuloria (2009) Measuring Accessibility for Inclusive Development: A Census Based Index, Vol.98, Issue 1, pp-167-181 (online since December 2009)
4. Sanjay Fuloria (2004) “Productivity in the Indian Manufacturing Industry”, *Economic Research*, Croatia, Vol. 16, No.2,  pp. 1-12.

**Refereed National Articles**

1. Sanjay Fuloria and Anand Agrawal (2004).  Corporate Governance and Competitive Credibility. *Journal of Social Science, 9 (3)*, Pp-185-194

ii.             Sanjay Fuloria, Sunil Bhardwaj and Anand Agrawal (2003), Budget 2003: A sectoral analysis”, Portfolio Organizer. Pg: 20-24,

iii.            Sanjay Fuloria and Sunil Bhardwaj (2003) “Lean Manufacturing in India”, *ICFAI Journal of Operations Management*, Vol. II, No.3, Pp: 28-51

iv.           Sanjay Fuloria (2003),Book Summary “Working the room”, HRM Review, Pp: 70-73.

v.             Sanjay Fuloria, Jagrook Dawra and Manjeesh Kumar Singh (2003),  “CRM” *ICFAI Journal of Marketing Management*,

vi.            Sanjay Fuloria, Sunil Bhardwaj (2003), “Total productive Maintenance”, *ICFAI Journal of Operations Management*, Pp: 31-52.

vii.           Sanjay Fuloria, Anand Agrawal(2004), “The effect on personal finances due to irresponsible use of credit cards and compulsive buying behavior”, *ICFAI Journal of Bank Management*.

viii.           Madhubashi Raghunadha Acharya and Sanjay Fuloria (2007), “Customer Lifetime Value and company worth”,*The Icfai Journal of Services Marketing, Vol. 5, No. 3, pp. 64-69.*

**Non-Refereed Articles**

              Sanjay Fuloria & Anand Agarwal (2003), Corporate Culture Matters! Lessons From Real Enterprises. *HRM Review*.

**Book Chapters**

**Refereed**

* Sanjay Fuloria and Anand Agrawal (2004) “A study on interest, perception, awareness level and acceptance of Indian citizens towards e-governance-Operational challenges, Tata McGraw Hill.

**Not Refereed**

* Sanjay  Fuloria,(2006). Emerging Social Classes and the impact of consumerism in India. *Indian Consumers Emerging trends*. ICFAI University Press.

**Presentation of Refereed Papers**

**International**

* Trilochan Tripathy and Sanjay Fuloria (2008), “Wheat Market Integration and its dynamics: A study across major Indian states” - Presented at 4th International Conference on Business and Finance (ICBF -2008) organized by IBS and Bentley College, USA held at Hyderabad, India.
* Shailendra Singh Bisht, Vishal Mishra and Sanjay Fuloria(2009), “Census based accessibility index: A tool for policy initiatives”- Presented at the International Conference organized by Centre for Public Policy, IIM Bangalore.
* Sanjay Fuloria, Shailendra Singh Bisht and Vishal Mishra (2009), “Employer branding in health care: An empirical investigation in eye care sector”- Presented at PRISM conference organized by LAICO, Madurai.

**Dissertation**

* Identifying and Profiling segments in the Telecom Industry: A comparative study

**Honors**

* 2011: Was invited to Brussels for presenting my paper titled, “Building sustainable competitive advantage using advanced analytics”, at a Chief Information Officer’s (CIO) conference. Presented the paper and won accolade from the client.
* 2011:Got excellent feedback from the editor of Computer World for my paper titled, “How advanced analytics would inform and transform U.S. retail”. He tweeted about this paper. There were more than 1100 downloads of this paper from slideshare.
* 2008:  Delivered a talk on 'Time Series Forecasting' at a national workshop titled 'Udaan' organized by Doctor Reddy's Laboratory for their employees. This talk was appreciated and I received a letter of appreciation from their Director., DRL.
* 2009: Won the best paper award for the paper titled “Employer branding in health care: An empirical investigation in eye care sector” in the conference organized by LAICO, Madurai.

**References**

* Dr. AK Rao- Ex Professor, IIM Bangalore.

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* Dr. VN Reddy- Ex Professor, IIM Calcutta.

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