

OVERVIEW

Capable¹, seasoned professional with strong work-ethic and integrative experience in financial and business analysis. Disciplined in project management, fiscal planning, budget forecasting, pro-forma case assessment & analysis and management reporting. Excel in identifying fiscal irregularities. Support sales and marketing through financial analysis, technical insight and problem solving.

Technological proficiencies include relational databases and applications. Able to operate multiple **operating systems** including those that are open source (Linux). Prior enterprise **software applications** experience consists of Excel, Access, Word, Hyperion Essbase, Business Objects, Crystal Reports, and SAS Enterprise Guide. **Programming language** experience includes JavaScript, SQL and HTML among exposure to other object oriented and variant scripting languages.

CAREER

QUATERN CONSULTING² (ENGLEWOOD, NJ) 2009 - CURRENT (PT)
Principal (Self-Employment / Projects Based)

Most recent projects aimed at supporting and promoting the open source initiative including crypto-currencies, research, and application development. Previously launched internet-marketing ventures focusing on content creation, search engine optimization (SEO) and ad revenue generation. Performed technological needs assessment for CorraTech's clients (NJ) including business dataflow analysis and modeling. Conducted office productivity lessons (as Adjunct Instructor) for ESL students during graduate coursework at Computer Systems Institute (MA). Collaborated with Atlantic Coast Media Group's (NJ) senior executives to analyze business-intelligence issues. Validated transactional data using SQL queries to source, mine and analyze. *Ad-hoc* analysis focused on business metrics such as credit rates, Cust. Lifetime Val. (CLV) and Contribution Margin (CM).

- Assessed profitability of prepaid credit card usage. Recommended avoiding these cards from affiliated web channels. This recommendation added \$1.2 million to bottom-line.

AMERICAN EXPRESS COMPANY (NEW YORK, NY) 2008 - 2008 (FT)
Manager of Technologies Finance

Monthly cost center management (40 +) of expense base providing monthly variance analysis to technologies group. Reconciliation of variable resource and preparation of journal entries including accruals and reclassification. Preparation of monthly financial reports and leading financial reviews with technology teams and their executives. Development of quarterly forecast - coordinating with various teams to gain input into headcount, variable resources and other operating expenses. Handled all *ad-hoc* analysis requests from technology teams and business partner finance teams reporting to SVP.

SCHOLASTIC INCORPORATED (NEW YORK, NY) 2006 - 2008 (FT)
Manager of Planning & Analysis

Developed promotional plan and \$60MM annual revenue budget for a portfolio of 40 negative option programs advertised and distributed through school channel. Managed \$7MM in active product & loss analysis and managed variable profit margin for new product development worth approximately 20% of annual budget. Analyzed and reported business/financial results, explained variances, risks, and opportunities focusing on key business drivers like customer response, short-term marketing test opportunities including product price changes. Met periodically with senior management to provide updates on business results and issues. Managed one direct report and oversaw day to day operational issues in conjunction with department head. Promoted to titled position.

QSP - READER'S DIGEST ASSOCIATION (CHAPPAQUA, NY) 2004 - 2006 (FT)
Senior Business Analyst

Built the revenue budget and assisted in compiling budget profit & loss statements by product. Developed and deployed a web based forecasting tool used by field sales personnel for top two revenue producing product lines. Supported the steering committee of a proprietary dashboard application project. Contributed to projects involving sales personnel compensation planning & analysis. Provided reporting & analyses to various internal clients in marketing, sales, operations and other departments. Re-engineered quarterly, monthly, weekly and daily reporting processes by automating much of it through MS Access. Interacted with senior management with the objective of monitoring sales and promotion results. Promoted twice within 15 months.

THE LUXOTTICA GROUP (PORT WASHINGTON, NY) 2002 - 2004 (FT)
Sales Analyst

Gathered, generated, organized and integrated sales and financial information in multiple formats. Studied market data, and identified trends through territory analysis. Proposed and executed sales territory realignments using mapping software. Interacted with field sales personnel and sales management with the objective of monitoring sales activity and results. Developed sales communication documents for field personnel and internal distribution with the aid of Business Objects. Participated in the administration of business development programs, sales initiatives and promotions while being responsible for their analysis.

EDUCATION

GPA

2013 - 2015 **Master of Liberal Arts**
Cambridge, MA *Finance* 3.6/4.0

HARVARD UNIVERSITY
Division of Continuing Education

2009 - 2011 **Master of Science**
Newark, NJ *Information Systems* 3.8/4.0

NEW JERSEY INST. OF TECH.
College of Computing Sciences

1997 - 2001 **Bachelor of Science**
Stony Brook, NY *Applied Mathematics & Statistics* 2.7/4.0

STONY BROOK UNIVERSITY
College of Engineering & Applied Sciences

OTHER ACADEMIC (CEU)

GPA (Cum)


2010 - 2011 **Advanced Certificate**
New York, NY *Banking & Finance*

NEW YORK UNIVERSITY
School of Professional Studies 3.8/4.0

2009 - 2010 **Professional Certificate**
New York, NY *Accounting*

NEW YORK UNIVERSITY
School of Professional Studies

ADDITIONAL SKILLS & COMPETENCIES

NOVICE OR INTERMEDIATE LEVEL	Markup Languages (XML / SVG), CSS, Linux, Affinity Designer, JSON, VBA, Math  LAN Administration, L ^A T _E X Computer Hardware & Support, Business Intelligence, Informatics, Python, Swift, WebStorm, VS Code, GIT, Terminal (UNIX), Generally Accepted Accounting Principles (G A A P), Statistical analysis, Fundamental Analysis, Equities Research
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PROFILE

Highly motivated. Diligent in establishing priorities. Lifelong learner. Best known for finding data discrepancies and potential operational issues. Committed to delivering excellence and streamlining operations. **Bilingual (Tamil)**. Available for relocation.

PROFESSIONAL REFERENCES

NAME & AFFILIATION	RELATIONSHIP	PHONE NUMBER
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LINKEDIN

<https://linkedin.com/in/shanb>

GITHUB - BASIC EXAMPLES / TRANSCRIPTS

<https://github.com/shansbala/SSB>

¹ Disabled Since 2017 per Social Security Administration
² Interim / project based positions held while completing Harvard degree 2013-15