Shruti Sekharan

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EDUCATION

MBA -STEM Management Science-2024   **Washington DC., USA**
Georgetown University

B.Tech. -Electronics & Communication-2013   **Rajasthan, India**
Rajasthan Technical University • Graduated with Honors

PROFESSIONAL EXPERIENCE

Business Strategy Consulting Intern
Murano Corp   **06/2023 – 08/2023, US, North Carolina**
- Designed Go to Market strategy, to launch hardware product line on digital twin technology utilizing market studies, Ansoff matrix, studying competitors, their offerings, company capabilities and SWOT analysis.
- Calculated 5-year breakeven price and profitability for market launch of predictive AI hardware equipment by building financial model, realizing revenue, costs and NPV.
- Presented product improvement recommendations to increase user adoption by 30%. Leveraged analytics with excel and R to enhance apps and interface usability, facilitated workshops and training sessions for stakeholders.

Senior Consultant
Deloitte   **07/2020 – 07/2022, IN, Bengaluru**
- Created sales strategy document for an inhouse developed ERP product, capturing target market, USP, competitive positioning, product's SMART goals, budget, and ROI by collaborating with sales teams, developers and senior management and utilizing business intelligence and CRM system to extract data and insights.
- Resolved critical issues, ensuring business continuity, maintaining a 99% uptime. Implemented communication channels and escalation protocols, conducted training sessions on escalation management.
- Managed client relationships, increasing client satisfaction by 100%, served as primary liaison for company, maintained regular interaction, kept all parties aligned with KPI's and objectives, used data analysis, feedback and reporting tools and conducted weekly cadence meetings to clients and leadership.
- Increased market share to 25%, transforming short term RFPs into long term implementation - Digital transformation project across Semiconductor, TMT, Oil and Gas industries, providing subject expertise on technology with structured communication on technology gaps to facilitate business processes.

Consultant
Deloitte   **12/2017 – 06/2020, IN, Bengaluru**
- Led the implementation of ERP S4HANA 1809 procurement with 6-member team– building enterprise solution for procure to pay processes, integrating 3 legacy systems, by managing tasks, timelines, and expected outcomes.
- Gathered business requirements, conducted fit-gap analysis for Japan based semiconductor co., for an ERP implementation project, created functional RICEF documents with technical interpretations, system configuration, and cross functional collaboration for building custom solutions
- Developed supplier performance dashboard using Tableau using the transactional, and master data from S4HANA backend system, Fiori Apps, Deloitte's data analytics and customized questionnaire for buyers.

Analyst
Accenture   **08/2014 – 06/2017, IN, Mumbai**
- Responsible for supporting go live & hyper care activities for over 300 users in North America and Europe.
- Led process automation for requisition creations from 5 mins to 1.45 mins, using robotic process automation software in collaboration with the data analytics team and developers reducing operational expenses by 15%.
- Boosted customer satisfaction from 50% to 80% by deep diving into root cause analysis and collaborating with the development teams to improve the back-end code. Improved customer response time adhering to SLAs.

SKILLS

Software – R, Python, JMP, SPSS, BI, SAP MM/IM/SD, SAP Ariba
Data analysis and reporting – Business process analysis**,** Google Suite, MS Office**,** Financial Analysis and Modelling, Data Visualization-Tableau, Visio, PowerPoint, Project Management, Managerial Accounting, Market Research, Product Management, Marketing Research.