**Varun Sukumar**

+919884370675, varun.sukumar@gmail.com

Address: 3, B-12, Anna Nagar East, Meena Apartments, 2nd Avenue, Chennai-102

I am a Consultant and client-focused writer with experience in managing and developing projects including writing for a large online network. I have successfully created several business materials, proposals, reports, presentations, reviews and manuals. Over the course of my career, I have acquired business and industry knowledge, problem solving, qualitative research and report writing skills. The writing services I offer are below and not limited to the following:

* Business Writing
* Content Consultation and Writing
* Research Writing
* Features writing

In addition to the above, my other areas of interest are reading about global technological trends, geo-politics, cinema and sports.

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**Education**

Degree/Date of Graduation

* B.A. Economics (First Class with Distinction), Loyola College, Chennai, 2008-2011
* High School: Bhavans Rajaji Vidyasharam, Chennai 1996-2008

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**IT Skills:**

Use of MS Word and Power point

**Experience:**

Columnist, Citizen Matters 2019 – present

* At Citizen Matters, I write on some of the pressing issues that concern Chennai, including its economy and all its facets such as infrastructure, transportation etc.

Columnist, Sify Editorials 2016 – 2020

(http://www.sify.com/topics/varun-sukumar.html)

* As part of the Editorials team, I write columns on the current events in the country particularly relating to politics and business and other current news events with a point of view. This involves researching relevant news clips, op-ed’s, columns and reports; then incorporating the relevant information into the writing process.

Freelance writing 2015-2016

* Writings for clients on the following topics:
  + As part of a review of literature project for an Educational Institution, I conducted researched wrote on the following topics - stress of adolescents and contributing factors, role of big data in a green supply chain, Internet of things, adolescent bullying – types, effects, consequences
  + On behalf of the Corporation of Chennai and the Tamil Nadu government, I wrote the Tamil Nadu Sports Policy outline document, with inputs from other states’ policy documents and past Tamil Nadu Sports Policy

Wankai, Chennai 2013-2015

Co –founded Wankai, an ethnographic research and consulting company which aimed to provide a new approach to research and consulting through the eyes of the users and consumers of products and services. This involved conducting in-depth studies into consumer and user behavior in relation to their respective environments.

The main services provided were:

* Ethnographic research – Conducting in-depth first hand ethnographic research with consumers and users to guage initial impressions of the client’s offerings.
* Dissemination of information – Segregate the information collected in the research phase into different categories relevant and pertinent to the client’s needs.
* Develop solutions – Gather insights from the information collected and develop hypothesis which are tested for feedback.
* Recommendations – Once the feedback has been incorporated, the final solutions and recommendations are presented for the client to implement.
* Worked with a client in the Education Technology (edu-tech) sector in its forward looking planning and strategy and product portfolio overview. The client works with schools to provide an online platform for students teachers and parents as well as providing a comprehensive student assessment product. The client engagement involved the following:
  + Gained an overview of the client’s current offerings. With the help of client team we went through the existing product portfolio to gain a better understanding of the company.
  + Worked with the client in identifying areas of improvement in terms of its services and products. The client team offered their ideas for areas where further research would be needed to either validate or change the existing portfolio.
  + Visited various schools and had discussions with the stakeholders (students, teachers and principals).This helped in gaining valuable insights as to how the product/service is helping schools and their future needs.
  + Once feedback was collected from the stakeholders, the next step involved disseminating the information into relevant categories based on the particular product (ex: providing an online option).
  + Gathered insights from the information collected and recommended solutions to the client.
* Worked with the Corporation of Chennai on a proposal to build a plan of action to assess the growing problem of excess garbage in the city and how to effectively ensure source segregation.

Mckinsey & Company 2011-2013

CTC – Rs. 3 lakh

At Mckinsey, I worked as a Junior Research Analyst where I helped articulate and prioritize research needs using relevant company and economic information which included a broad spectrum of internal firm resources and databases as well as external sources.

Part of the role involved serving as a thought partner to clients and consultants by leveraging internal and external networks to provide synthesis, insight, practical implications and problem solving.

* Conducting in-depth end-to-end research through general research sources as well as internal and external Industry experts, which formed a base for the firm’s efforts to help clients from various industries.
* Contributed to Mckinsey’s internal online magazine and newsletter with articles on business, brands and global economics which contribute to knowledge creation initiatives.
* Part of a country wide team that conducted a due diligence study for a large luxury retail client looking to invest in an Indian company through its PE subsidiary. This involved identifying local store branches and conducting in-depth discussions and interviews with the managers to gain insights into function and performance of the stores which helped in mapping a city wide view of the company