



Passionate Research & Analytics professional with close to 14 years of work experience having partnered with global organizations like **Microsoft, Facebook, Pepsi, Logitech, Colgate, USL, UB Group, ITC, Lenovo** and **American Express** on their **Product, Advertising, Media, Innovation and Marketing Strategies**

# Venkatesh Srinivas

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## Skill Highlights

Account / Program Management  
Client Servicing  
Insights and Analytics  
Primary / Secondary Research  
Vendor Management  
Team Management  
Research and Analysis  
Brand Research  
Campaign / Ad Analysis  
Visualization and Story Telling  
Business Intelligence  
Data Engineering

## Technical Proficiency

Data Science: R, Python (basics)

Business Intelligence: Microsoft  
PowerBI

Statistical Tools: IBM SPSS basics

Databases: Exposure to Microsoft SSMS  
and SQL

Others: Qualtrics, Google Analytics, MS  
Office, HTML5, CSS

## Experience

**Northern Trust | 4m | 01/2021 to Present**

- ✓ AVP – Business Management & Strategy

**Course5 Intelligence / Blueocean Market Intelligence | 7y 4m | 04/2013 to 01/2021**

- ✓ Director – Insights and Client Services, 04/2020 to 01/2021
- ✓ Sr. Manager – Insights and Client Services, 10/2016 to 04/2020
- ✓ Manager – Insights and Client Services, 4/2015 to 10/2016
- ✓ Associate Manager – Insights and Client Services, 4/2013 to 03/2015

**Cross-Tab Market Research | 2y 5m | 10/2010 to 3/2013**

- ✓ Sr. Research Executive – Market Research and Client Services

**Millward Brown, Kantar Group | 1y 9m | 1/2009 to 10/2010**

- ✓ Research Executive – Brand Research and Client Servicing

**Tata Consultancy Services (TCS) | 1y 4m | 6/2005 to 10/2006**

- ✓ Systems Analyst – Retail Merchants

## Achievements

- ★ Successfully improved team's revenue by two-folds with increase in engagement with existing clients
- ★ Orchestrated a digital transformation plan for a huge dataset with approx. 50 variables and 30 million records using R and PowerBI which improved data processing efficiencies and extraction reducing the turnaround time from a couple of days to few minutes leading to client delight at a CMO level in Microsoft for simplifying the complicated reporting.
- ★ Developed a data engineering model for ad spends data which is used for Share of Voice (SoV) analysis to understand ad performance for Microsoft. The success of this model was further pitched to Facebook for a similar dB which became a huge success

## Certifications

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### Microsoft Certification for R

Programming for Data Science - [LINK](#)

### Microsoft Certification PowerBI for

Data Analysis and Visualization - [LINK](#)

### Google Data Studio - [LINK](#)

### Predictive Analytics using R

Programming from Ivy Pro School - [LINK](#)

Millward Brown certification for Ad **Pre-Testing** using Link tool platform

### Python for Data Science and Machine Learning (pursuing)

### Google Analytics - [LINK](#)

Various other online courses related to Leadership, Strategy, Business / Market Intelligence and Data Analytics on EDX, Coursera and Udemy

## Awards & Recognitions

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**Best Manager Award 2020** from Course5 Intelligence

**Master Blaster of Delivery Award 2016** from Blueocean

**Service Champ Award 2013-14** from Blueocean

**Best Performer Award** from Millward Brown - Nov'09

**Silver Medal** for academic excellence, SJCB 2007-09 with a scholarship for merit

**Gold medal** in Engineering (EEE), first two years, Batch 2005

## Key Roles and Responsibilities

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### Key Account Management

- ✓ Client servicing and relationship building
- ✓ Capture business requirements, project scoping, designing, wireframing and building solutions to client's problems
- ✓ Collaborate with clients / partners / vendors / stakeholders / agencies based in different geographic locations to manage complex and multiple projects running in parallel
- ✓ Develop, plan, and deliver results in a time bound fashion in collaboration with direct and indirect teams
- ✓ Manage SOW / Estimation, Documentation, P&L, Change Request Management, Resource Management, Hiring, Develop Business Proposals, Build use cases etc.
- ✓ Supervised a global cross-functional teams to simultaneously manage large multi-phase research projects (including primary (quantitative and qualitative), secondary research and analytics) from inception to delivery
- ✓ Manage, coach, develop and appraise a high performing team of enthusiastic researchers, visualization experts, project managers, data engineers and data analysts at both senior and junior levels

### Insights and Analytics

- ✓ Analyze data collected from both internal and external sources, interpret, and develop recommendations for decision making
- ✓ Story telling and visualization to bring the data to life for C-level executives to make informed decisions
- ✓ Primary Research: Insights from Brand Trackers, Usage and Attitudes Studies, Concept Testing, Product / Campaign Performance Studies, Customer Satisfaction Programs, Advertisement Pre-Testing, Telemetry Data Analysis etc.
- ✓ Secondary Research: Industry Analysis, MOA, Market Sizing, Competitive / Market Insights, POVs, Trend Monitoring, Compete deep dives etc. using various syndicated sources like IDC, Strategy Analytics, Factiva, Hoovers, Lexis Nexis, BrandTotal, AceMetrix, Nielsen Ad Expenditure, Numerator (CompetiTrack), BrandWatch, EuroMonitor, AdAge etc.

### Business Intelligence and Data Engineering

- ✓ Translate very large data sets into insights for actionable recommendations using modern day analytical tools through Data Engineering / Business Intelligence / Interactive and visually appealing dashboards
- ✓ Develop different types of BI dashboards like operational / strategic / analytical to derive insights for business decisions be it a PMM role based / data top-down approach.

## Published Work

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The Ad Blocker Invasion, A threat to digital advertising industry (10/2016)

Samsung's Line Filling Strategy for Smartphones (01/2014)

Impact of Surrogate Advertising and ROI (10/2010)

## Education

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**PGDM (Marketing & Finance)**, St. Joseph's College of Business Administration, Bangalore. **Secured 8.1 (10) CGPA**. 2007-09

**BE (Electrical & Electronics)**, Bangalore Institute of Technology, VTU, Bangalore. **Secured 80%**. 2001-05

**PUC**, St. Joseph's College, Bangalore, Karnataka State Board. Secured **85.33% (PCME 95%)**. 1999 – 2001

**S.S.L.C**, Florence High School, Karnataka State Board. **Secured 90%**. 1999 Pass Out

## Business Development

- ✓ Develop Business Proposals and case studies
- ✓ Identify opportunities to grow business with existing clients at an organizational level

## Product Development

- ✓ Involved in company's internal product development on SAAS platform from ideation to execution stages using modern day analytical tools like AI Computer Vision and Python

## Strengths

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Service - Focused	Innovative	Process Efficiencies
Creative	Customer - Centric	Self – Motivated
Logical and Structured	Quick Learner	Team Player

## Personal Details

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**Date of Birth:** 20<sup>th</sup> December

**Address:** 75, First Floor, 12<sup>th</sup> Main, Srinagar, Bangalore – 560050

**Languages:** English, Kannada, Telugu, Hindi and Tamil

**Passport and Visa:** M6381742 with US B1 / B2 VISA valid until Sep 2023

**Certified Candidature** approved and attested by Microsoft HireRight – Case ID: GA-070220-2V7YN