

Aniket Sharma

Summary		
10+ years of experience in management consulting and business strategy roles, enabling Gen AI-led digital transformation in marketing, sales and corporate strategy functions across technology, industrial, automotive, oil and gas and FMCG sectors		
Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
B. Tech (Mech.)	Netaji Subhas Institute of Technology, Delhi	2015
XII, X CBSE	Modern Convent School, Delhi	2010, 2008
Work Experience		(122 Months)
Accenture Strategy and Consulting, Gurgaon		(48 Months)
Management Consulting Manager, Market Insights and GTM Strategy		December'21-Present
- Led the strategy planning of a UK-based oil & gas player, formulating the product strategy and sales models for digital industrial solutions and designing the digital, supply chain and ops ecosystem for business worth \$20 Mn in 1st year. - Formulated a GTM strategy for a Gen AI platform, defining consumer segmentation, value proposition, competitive benchmarking, and commercial models and enabling its successful launch across 18 global markets with ~350 Mn MAU - Developed a market entry strategy for a Korea-based SaaS platform, uncovering opportunities worth \$40Mn for AI chatbot and voicebot solutions in Thailand. - Created a brand awareness and advertising effectiveness strategy for the US-based hospitality leader, driving 20% increase in app adoption and 15% uplift in digital touchpoints engagement.		
MinebeaMitsumi, Gurgaon		(43 Months)
Assistant Manager – Market Intelligence & Sales Strategy		April'18-October'21
- Led the SEA market intelligence practice (team of 5), driving development of AOP and GTM plans across new product instruction and customer acquisition models for clients in Auto/EV, consumer electronics & industrial goods - Conducted due diligence of 10+ M&A targets in consumer electronics sector, drawing an investment of \$50 Mn for a JV set-up with 3 partners in India in close collaboration with President of the company. - Revamped B2B business models and assessed their commercial viability and product-market fit, catalysing the launch of 5 product lines and 20+ NPD concepts in SEA and contributing to \$40 Mn in ball bearing, motors and IC sales - Initiated and led India industrial account mining program, mapping market needs to overall corporate strategy and unlocking 50+ customer leads through collaboration from R&D, manufacturing, supply chain and sales functions.		
Zinnov Management Consulting, Gurgaon		(09 Months)
Associate Consultant – Digital Transformation		May'17-January'18
- Delivered multiple due diligence and market opportunity assessments for Apple and Google, executing GTM plans on ground impacting \$100 Mn business across ad-tech and ecommerce/in-store sales. - Conducted extensive market research and data mining to define TAM, competitive whitespaces, technological shifts and emerging engagement models to churn out digital transformation opportunities across Fortune 500 client		
The Smart Cube, Noida		(22 Months)
Senior Analyst – Strategic Research & Insights		July '15-April'17
Delivered 30+ market intelligence engagements, combining in-depth primary and secondary research to formulate market size models, industry attractiveness, macroeconomic models, competitive gaps and value chain analysis.		
Key Awards and Recognition		
- Accenture S&C: Champion of the Quarter (2023, 2025) for driving value for client's business and leading growth of overall consulting practice in resources sector. - MinebeaMitsumi: Invited as a CII Conference Speaker on Quality Manufacturing in India in Aug 2019		
Interests / Extra-Curriculars		
Long Distance Cycling	Certified Super Randonneur for completing long distance cycling events in India (Total: 1,500 km) in 2019 season	
Healing Himalayas Volunteering	Mountain waste collection volunteer, participating in garbage collection initiatives held by "Healing Himalayas" foundation in Himachal Pradesh	