

9+ years of strategy consulting and business strategy expertise (incl Gen AI products) | Empowering businesses to enter new markets, stay competitive, and develop user-centric solutions through data-driven insights | Possesses robust problem-solving, stakeholder management (CXOs, President, MDs etc.), and prioritization abilities

KEY SKILLS

Strategy consulting
GTM strategy
Marketing strategy
Corporate planning
Market research & sizing
Qual and Quant Research
CX Assessment
UI/UX research (*user testing, diary studies, surveys etc.*)
Prompt engineering
NLP categorization
Primary / Secondary research
Project management
Stakeholder management
P&L management
Team management
Business development

WORK EXPERIENCE

Accenture Strategy & Consulting | Gurgaon Dec'21 to Present Management Consultant – Marketing Transformation, GTM

- Working as a Consulting Lead for **Gemini insights program** for Google, leading the GTM strategy and experience optimization for the Gen AI platform
 - Conducted consumer research (UI/UX) to identify usability gaps and use cases for **30+** multiple Gen AI features
 - Used mix-method/longitudinal quantitative and qualitative research methods to conduct data-driven opportunity sizing of **10+** Gen AI features in **18+** markets
 - Built synergies as a PGM by leading the overall Gen AI insights program (4 analysts) and collaborated with cross-functional teams (Design, Engineering, Product, Marketing) to get buy-in on development and launches
 - Evaluated concepts and new product ideas for expanding Gemini's capabilities, influencing **15+ go/no-go** launch decisions (IO events etc.) and convincing BUs to invest **\$10 Mn+** for Gen AI development
- Led a **\$1.6 Mn** UX research and insights program for Google to develop **GTM insights for digital products** in 4 international markets (India, Brazil, Indonesia, MENA)
 - Delivered **40+ consumer insights** engagements for apps such as YouTube, Maps, Gmail, Android etc., uncovering user needs and pain points and uplifting user engagement by **10-20%** in Google's next billion user markets
 - Led the localization strategy for Google's digital ecosystem, including data-driven functionality, design, and messaging enhancements with PMs, Marketing CXOs and Design leads
- Crafted a **\$40 Mn market entry strategy** for AI chatbot/voicebot solutions in Thailand, leading to a successful launch of B2B chatbot solutions to over **100+SMEs**
- Formulated a **\$25 Mn engagement strategy** for launching AI ed-tech solutions in APAC, implementing 3 custom engagement models for local market entry
- Designed a **conversational ads strategy** for a US energy company, resulting in a **10%** increase in lead generation with \$0 increase in marketing expense
- Led a team of 3 analysts/associates to design **2** Gen AI & CX POVs, **4** sales models, and **10+** research BD/RFP solutions, impacting sales of **\$20 Mn** for the offering

MinebeaMitsumi (Japanese) | Gurgaon Apr'18 to Oct'21 Assistant Manager – Strategy (Market Intelligence & Sales) *Previously Analyst and Senior Analyst*

- Led the SE Asia market strategy (team of 3), shaping sales and manufacturing GTM plans for the President's office through research, analytics and insights
 - Developed **10-year** business operating plans for Auto & Industrial products, creating a sales roadmap for **\$1 Bn** revenue
 - Formulated a business plan to open a "technical center in India" and led development of **5+** local products and partnerships with **20+** partners across the value chain
- Redesigned company's R&D strategy for India by launching **5 new** product lines and identifying **20+** product ideas across Auto, AI, IoT, e-mobility, and consumer electronics sectors

EDUCATION

IIM A, BPGP MBA for Working Professionals
(Blended: online + campus)
2024-2026

Netaji Subhas Institute of Technology (NSIT)
B.E. in Mechanical stream
2011-2015

Top 5% of class – Agg. **77%**

KEY CERTIFICATION

User Research at Scale by Univ. of Michigan
Delivering Insights by Univ. of Michigan
Conduct Usability Testing by IDF
Entrepreneur Now by LinkedIn
Prompt Engineering by Udemy
Japanese JLPT N5

PLATFORMS & TOOLS

Qualtrics
User Testing
Lexis Nexis
Power BI
Factiva, Profound, etc.
Bloomberg
MS Office (*Excel, PPT, Word*)
Google (*Sheets, Slides, Docs*)

INTERESTS

Endurance cycling
(100 km+ events)
“Healing Himalaya”
member for garbage
collections in hilly areas
Educator, for primary
school students through
Becoming I Foundation
Trekking and camping
(own setup)

ADDITIONAL LANGUAGES

Japanese
(JLPT N5 certified, N3 completed)

- Defined the 10-year corporate strategy plans for M&A, sales and manufacturing investment in India, enabling sales of **\$20 Mn** across **10** OEM and Tier 1 industrial clients within 2 years of its execution
- Identified **20+ business and product development** opportunities, through extensive qual and quant research across consumer segments in India & SE Asia
- Represented the company as a “speaker” in various industry events (CIII, ASME etc.), contributing to promotion of IoT and AI products in Auto/EV and industrial markets

Zinnov Management Consulting | Gurgaon Associate Consultant – Digital Transformation

*May'17
to
Jan'18*

- Worked with Fortune 500 tech giants (e.g., Apple, Google), crafting customized go-to-market strategies and market opportunity assessments
- Conducted B2B and B2C UX market research and data analysis to identify white spaces and gaps in client strategies, crafting actionable recommendations
- Developed client business by securing **\$2 Mn** in contracts through BD proposals and RFPs
- Managed and trained teams of analysts (2-3), fostering knowledge sharing and best practices for client deliverables

Key Projects:

- Led a revamp of Apple's consumer sales network, partnering with key franchisees to open **30+** stores across India
- Analyzed advertisement trends for **100** brands on digital and offline platforms, uncovering **\$50 Mn** revenue for Google's YouTube and AdWords
- Evaluated market landscape and customer preferences to convert a proof-of-concept into a full-fledged Google news platform, generating **\$10 Mn** in sales

The Smart Cube | Noida Senior Analyst – Research and Insights *Previously Analyst*

*Jul'15
to
Apr'17*

- Conducted secondary and primary research to formulate market entry, product roadmaps, industry attractiveness, financial analysis, procurement benchmarking across industries (retail, consumer goods, life sciences)
- Used frameworks such as SWOT, PESTLE, Porter's 5 Forces and data platforms (Factiva, Lexis Nexis, etc.) for creating market intelligence reports
- Trained new recruits, developed standard training materials, and hired analysts contributing to team growth and client success
- Awarded the 2015 - Best Debutant Award for standing out as a top performer (most GTM projects completed in 1 year) among the new-joiner batches of engineering and MBA graduates

Key Projects:

- Led the development of a **\$50 Mn** GTM assessment for a consumer goods client, defining the “when, where, and how” scenarios for market entry
- Restructured a **\$10 Mn** procurement strategy for a consumer goods client, optimizing business models, supplier partnerships, and pricing for streamlined sourcing at lower costs

*Worked with HRS Group as
Sourcing Consultant for 1 month
during Nov-Dec'21*