

**SAI YASHWANTH MUKKU**  
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## PROFESSIONAL SUMMARY

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Results-driven Market Research Profession with 8+ years of experience leading complex research projects and delivering actionable insights. Expert in quantitative and qualitative methodologies, using tools like Excel, Office, and Power BI. Proven track record in strategic analysis, project management, and team leadership. Adept at translating data into strategic recommendations that drive business growth. Seeking to leverage extensive experience and strategic acumen in a leading role to drive organizational success.

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## PROFESSIONAL EXPERIENCE

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### Mordor Intelligence Private Limited

**Hyderabad, India**

*A fully revenue-funded organization founded in 2014, providing market research and advisory services, having a turnover of USD 9 Mn & 550+ employees.*

#### **Research Manager**

*Aug 2022 – Present*

- Responsible for leading a new initiative to set up a team that conducts market research and provides valuable insights to organizations in the Electronics, Semiconductor, and Automation space
- Build, Oversee, and manage the team to make it self-sufficient and increase its revenue contribution to more than 8% of the overall company's revenue
- Onboard and build long-lasting relationships with clients

#### **Achievements**

- Successfully set up a 21-member self-sufficient team that consistently contributes to 10% of the company's revenue
- Led the domain-building exercise that led to the increase in the overall business leads by 57% in the past financial year, thus leading to an increase in sales by 40%
- Increased the revenue contribution from repeat clients from 0% to 20% in a year
- Received 15+ annual recognition awards for Client Delight, Going the Extra-mile, Offering Unique Propositions, and Delivering High-quality results

#### **Project Lead**

*Apr 2020 – Aug 2022*

- Supervised project teams and spearheaded client engagement efforts, resulting in a 50% growth in new business opportunities.
- Setting & Managing objectives and yardsticks for the team.
- Developed innovative practices to onboard new clients and maintain quality without compromising on the turnaround time.

#### **Lead Analyst**

*May 2019 – Apr 2020*

- Led multiple high-stakes projects, ensuring timely delivery within budget and achieving a 25% increase in client satisfaction scores.
- Participated in designing the financial and sustainability strategy for the team

#### **Senior Research Analyst**

*Dec 2017 – Apr 2019*

- Proactively involved in identifying potential clientele in the Electronics industry.
- Developed advanced analytical frameworks that improved data accuracy, leading to a 40% reduction in project turnaround time.

#### **Market Research Analyst**

*Apr 2017 – Nov 2017*

- Acted as the Point of Contact for the Electronics team for all client deliverables (Samples, Reports, and Proposals)
- Conducted in-depth market analysis and competitor profiling, providing insights that informed strategic initiatives for major clients.

#### **Market Research Associate**

*Apr 2016 – Mar 2017*

- Assisted in data collection and analysis, contributing to 60+ publications and solely authoring 12+ of them to enhance the firm's thought leadership in the industry.

## JP Morgan Services India Private Limited

### *Management Trainee/Team Leader*

**Mumbai, India**

*Jul 2013 – Aug 2014*

- Simulated and Tested failure scenarios for business cases in the Internal Trade Processing Tool and provided recommendations on product enhancements
- Developed a model using control charts and capability indices that explicitly assess the capability of a process in achieving a specific set target, which in turn helps managers to set more realistic targets
- Conducted a research study on Forecasting Techniques and provided observations on applying these to improve various processes

## **EDUCATION**

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**BITS, Pilani**

**Pilani, India**

**Bachelor of Engineering (Hons.), Mechanical Engineering, CGPA: 7.24/10**

*Aug 2009 - May 2013*

## **SKILLS**

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- **Software:** MS Office, Power BI, AI Tools (Prompt Engineering)
- **Professional:** Strategic Thinking & Decision Making, Project Management, Data Analysis & Interpretation, Communication & Presentation, Problem Solving, and Market Research Tools

## **AWARDS and GRANTS**

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- 4 Spotlight Awards (Delivering High Quality throughout the year) 2016 – 2019
- 6+ Limelight Awards (Delivering Unique Deals in a year) 2019 – 2023
- 4+ Tide Turner Title (Converting Dissatisfied Clients to Happy Ones with Unique Value Proposition) 2020 – 2023
- Merit-cum-Need Scholarship During Bachelors 2009 – 2013

## **VOLUNTEERING EXPERIENCE**

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**Sri Satya Sai Seva Organization**

**Visakhapatnam**

*Volunteer*

*2006 – Present*

- Organized 3+ end-to-end and volunteered for 10+ programs that include aiding specially challenged people, food charity, spiritual gatherings, and motivating youth to take up more social service activities

**Several Trekking Clubs**

**Hyderabad**

*Volunteer*

*2017 – 2020*

- Led 2 days long 5 hiking events consisting of 10+ people across the Western Ghats and Eastern Ghats

## **LEADERSHIP AND ACTIVITIES**

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- Coordinator & Volunteer for the Department of Firewallz, responsible for registration and accommodation of external participants during the three major festivals of BITS, Pilani 2009 – 2012
- Volunteered for events conducted by the Mechanical Engineering Association during the college's National Technical Festival (APOOGE) 2010
- Senior Member and Volunteer for Andhra Samithi, the largest cultural association in BITS Pilani 2009 – 2012

## **LANGUAGES AND INTERESTS**

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- **Languages:** Hindi (High Proficient), English (High Proficient), Telugu (Native)
- **Interests:** Hiking, Badminton, Swimming