



Education

CEMS Master's in International Management

The University of Sydney Business School & HEC, Paris

January 2015 – April 2016

Core Subjects include:

- Business Tools for Management
- Advance Strategy
- Supply Chain Management
- Corporate Finance
- Marketing Management
- Poverty Alleviation
- International Marketing
- Business Development in Asia

Bachelor's of Business Administration

July 2010 – March 2013

Manipal University, India

Professional Experience

Business Development Manager (B2B)

April 2017 – Present

Dozco (India) Pvt Ltd, construction and mining equipment manufacturer – Vizag, India

- *Market Research*
- *Product Positioning*
- *Targeting Consumer base through digital marketing and visits to Various Countries.*
- *Creation and evaluation of the distribution channel in International Market.*
- *Developing Market Entry Strategy for exports customized to different countries.*
- *Optimizing Value Chain to enhance productivity and profitability.*

*Result: Successfully penetrated into **four countries by securing orders worth \$12,00,000.***

Product Marketing Trainee

October 2016- February 2017

Bosch Packaging Technology - Atlanta, US

- *Improved raw materials supply chain parameters through examining the pattern of product sold and backward integrating the buyer's preferred add-on by standardizing the machine production process and delivering working capital inventory impact by reducing the manufacturing cost.*

Strategic marketing Intern

May 2016- October 2016

Airbus Prosky- Toulouse, France

- *Evaluation of daily flight operations market and proposed the innovative ways for segmentation to increase the sales for Airlines.*
- *Designed the structural outlook of CRM tool through the analogy of design thinking process as illustrated below.*
 - Interviewed more than 60 end users to understand the problem.*
 - Benchmarked product assessment, market analytics, and the forecast through external studies and sources.*
 - Integrated the database, removed outliers, designed sales funnel process, developed digital analytical insights for marketing team along with creating a one-stop go for publishing contents on different social media.*
 - Tested prototype by iterating the process, gathering of feedback, addressing the problem space and incorporating it on Microsoft Dynamics CRM for smoother functioning.*

Operations Analyst Intern

November 2015-Jan 2016

Supertime, Rocket Internet-Sydney, Australia

- *Slashed 25% of administrative cost by negotiating prices with vendors, while ensuring the continuation and enhancements of services.*

International Business Development and Strategy Manager

April 2013 – Feb 2015

Dozco (India) Pvt Ltd, construction and mining equipment manufacturer – Vizag, India

- Exhibited astuteness in the field of business development by securing \$3.5million worth of orders in the domestic market.

Business Analytics Intern

Jan 2013- April 2013

Titan Industries, Tata Group, India

- Improved sales by 6% in southern region of India, through the analysis of product performance and buying behavior pattern.

Business Project

L'O réal S.A.- Travel Retail Business , Feb 2016

- Conducted market research for Nigerian/Turkish and Indian economies on new Global Shopper to analyze their buying behaviour patterns and segmenting it by different purchasing power the consumers.

Participant, Deloitte – Fast Track Innovation Challenge 2015

- Developed a business idea, defined valuable proposition, created prototype concepts and pitched to Executive Partners after conducting intensive market research, risk analysis, and financial feasibility of the project to generate revenue of \$50million

Affiliation

Member of Sydney Marketing Society and Financial Management Association of Australia (FMAA)

Feb 2015

Volunteer Work

Head of Corporates Relations-Cems Club

Feb 2016

Hec, Paris

Buddy-mentor

Jul 2015

University of Sydney

Cultural Coordinator

Apr 2011

Manipal University, India

Technical Skills

- Microsoft (Word, Excel, PowerPoint, Outlook), SAP-ERP, IBM-SPSS-(Basic)

Core Competencies

- Domestic and International Operations
- Global Product Management
- Market Research and competitive Analysis
- Account Relationship Management
- Profit and Loss Management
- Digital Marketing
- Forecasting
- Marketing Management
- Customer Engagement

Languages

- English
- Hindi
- French- Beginner's Level