



PROFESSIONAL SUMMARY

- **Strategy and Insights Leader** with **10+ years** of experience spanning **consulting, corporate strategy, and market research** across global organizations.
- Proven track record of **driving growth initiatives** by combining market intelligence, financial modeling, competitive analysis, and M&A support to inform C-suite decision-making.
- Experienced in **shaping go-to-market strategies, portfolio expansion, and market entry**, with a reputation for turning complex data into clear, actionable insights.
- Recognized for building strategic frameworks such as an **Intelligence Command Centre** that **standardized research processes** and improved pipeline accuracy across geographies.
- Showcased excellence at **leading and mentoring global teams**, influencing stakeholders, and enabling measurable business impact; including a **12% increase in new client acquisition** through targeted market assessments.
- Known for **balancing analytical rigor with practical execution**, helping organizations anticipate industry shifts and translate strategy into tangible results.



WORK EXPERIENCE

HCLTech JUL 2023 - PRESENT
Manager - Strategy & Business Planning

- **Spearheaded market and competitor assessments** in ER&D, influencing leadership's targeting strategy and driving a **12% increase in new client acquisitions** across priority verticals.
- Partnered with senior executives in India and the US to **co-create strategic roadmaps**, enabling expansion into Pharma & Medical Devices, Industrial, Auto and Transportation markets; **ensuring alignment with growth priorities** with global business objectives.
- **Directed competitive benchmarking of 15+ global peers**, uncovering **whitespace opportunities** and differentiation levers; designed financial models that guided the evaluation and prioritization of M&A opportunities for portfolio expansion.
- Built **multivariate regression and forecasting models** that integrated macroeconomic and firm-level indicators, enabling G2000 clients to **assess ER&D growth trajectories** under best-to-worst-case scenarios.
- Converted **market intelligence into deal strategies** and execution roadmaps, ensuring alignment across sales, delivery, and global leadership, and accelerating decision-to-execution cycles.
- **Led and mentored a team of 3-5 analysts**, improving capability in competitive intelligence, financial modeling, and stakeholder engagement, while ensuring delivery of **high-quality, executive-ready insights** under tight timelines.



BUSINESS SKILLS

Strategy & Growth

- Corporate & Growth Strategy, Business Case Development, M&A Support
- Go-to-Market Strategy, Portfolio Expansion, ROI Analysis, Scenario Planning

Market Research & Intelligence

- Competitive Benchmarking, Market Entry Strategies, Industry Trend Analysis
- End-to-end Research expertise, Primary & Secondary Research - Deep Expertise

Analytics & Forecasting

- Regression, Predictive modelling: Market Forecasts (TAM/SAM/SOM), Scenario Planning, and Investment Strategies
- Forecasting Models, Macroeconomic & Firm-Level Indicators, KPI Dashboards

Leadership & Stakeholder Engagement

- Global Team Leadership & Mentorship, Cross-Functional Collaboration
- Executive Storytelling, Data-Driven Decision Making, C-suite Advisory



WORK EXPERIENCE

Cyient

NOV 2021 - JUL 2023

Corporate Strategy Manager

- **Strategic Portfolio Assessment:** Evaluated market opportunities to pinpoint three high-growth segments, directly driving the launch of CCUS and Plant Engineering services and strengthening the organization's service portfolio.
- **Intelligence Command Framework:** Conceptualized & institutionalized an Intelligence Command Centre, standardizing research practices, enhancing pipeline accuracy, and proactively flagging executive transitions and contract renewals across global regions.
- **Cross-Region Delivery Optimization:** Directed Global Capability Centre program management, streamlining operations across US & India hubs to significantly enhance agility, scalability, and delivery efficiency.
- **Executive-Ready Insights & Presentation:** Developed high-impact dashboards, competitive profiles, and executive briefings that directly shaped leadership decisions on pricing, pursuit strategies, and sector prioritization.
- **Team Leadership:** Built and led a high-performing global research team, ensuring timely, accurate, and actionable delivery of strategic intelligence to stakeholders across multiple geographies.

GlobalData

JAN 2019 - NOV 2021

Associate Project Manager - Consulting

- **Competitive & Market Intelligence:** Directed 15+ consulting projects for leading CPG & Beverage clients, leveraging advanced analytics to uncover new market opportunities. Designed **Excel-based dashboards** that cut analysis time & **accelerated client decision-making**.
- **Client Solutions & Reporting:** Delivered **50+ executive dashboards** and reports providing **actionable insights**, driving measurable improvements in sales performance and market positioning for global clients.
- **Project Efficiency & Team Leadership:** Introduced advanced modeling techniques to improve project estimation accuracy and shorten delivery timelines. Mentored and trained analysts to successfully manage high-value consulting engagements.
- **Career Progression:** Advanced from Senior Analyst to Associate Project Manager within 18 months, recognized for consistently delivering impactful market intelligence and driving project success.

Gati Ltd.

SEP 2017 - JUL 2018

Business Analyst

- Improved **last-mile delivery efficiency by 15%** by integrating real-time tracking and creating **dynamic KPI dashboards**.
- Presented **performance insights to senior management**, aligning cross-functional teams and **reducing delivery time variance**.

IndustryARC

MAY 2015 - AUG 2017

Strategy Consultant

- **Market Research & Strategy:** Conducted in-depth market analysis to uncover growth opportunities, driving enhanced client retention and successful end-to-end execution of consulting projects.
- Designed **data-driven market entry strategies** for clients ranging from startups to G2000 enterprises

EDUCATION



- **Executive Program in Applied Finance**
IIM Kozhikode (2022-2023)
- **MBA, Marketing & International Business**
Bharati Vidyapeeth, Pune (2013-2015) | CGPA: 7.99
- **BCA, Software Project Management**
Gujarat University, Ahmedabad (2010-2013) | 73%

TECHNICAL SKILLS



- **Data Analytics & Visualization:**
Advanced Excel 
Power BI 
PowerPoint 
- **Forecasting & Modelling:**
Regression (Linear, Multivariate),
Time-Series Forecasting
- **Market Research & CI Platforms:**
Nielsen, Kantar, GlobalData,
Factiva, Refinitiv Eikon, Primary
& Secondary Databases