

# Chaitanya Perikala

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IIM Kozhikode	Product Management	Strategy	Sports Enthusiast
WORK EXPERIENCE			3 Years
Centillion Networks Private Limited			
▪ Product Manager			Sep'20 – Present
<ul style="list-style-type: none"><li>- Developed <b>business proposals for government organizations</b> such as India Army, Police department</li><li>- Developed a <b>framework for tracking targets</b> on a weekly, fortnightly and monthly basis for various projects</li><li>- Developed the <b>business case for new products and improvements</b> to existing products</li><li>- <b>Vendor Management</b> for organizing and conducting workshops on Drones and Artificial Intelligence</li><li>- Established and Managed <b>Government e Marketplace</b> - online platform for public procurement in India</li><li>- Designed <b>data sheets for technical and commercial communication</b> for several product lines</li><li>- <b>Liaised across teams</b> to ensure smooth delivery of high-quality customized product</li><li>- <b>Identified opportunities</b> to explore new ways to maximize the business cliental</li><li>- <b>Revamped company's website design and content</b> led to increase in website traffic and enquiries</li><li>- <b>Secured recognition</b> from Department for Promotion of Industry and Internal Trade and Start up India</li></ul>			
Raymond Limited			
▪ Deputy Manager (Strategy & Operations) - Project Management, CEO Office			Apr'20 – Sep'20
<ul style="list-style-type: none"><li>- Formulated <b>budgeting strategy</b> &amp; Anchored end-to-end freezing of <b>annual plan for Lifestyle BU's</b></li><li>- Developed <b>financial frameworks</b> with the CFO to present it to the CMD &amp; CXO level management</li><li>- Gathered <b>market &amp; competitive intelligence</b> analysis of market scenario &amp; strategic market inputs</li><li>- <b>Constant interactions with CXO's</b> and business heads to understand and analyze the issues in organization</li><li>- Published monthly <b>newsletter for trade partners and employees</b> to list updates pertaining to business</li></ul>			
▪ Senior Management Trainee – Project Management, CEO Office			Jul'19 – Mar'20
<ul style="list-style-type: none"><li>- End-to-end handling of <b>Monthly Business Review</b> to the Chairman &amp; MD, Raymond Ltd</li><li>- Consolidated and Analyzed <b>macro-economic updates</b> &amp; implication to our current global business</li><li>- <b>Analyzed &amp; Identified</b> opportunities for <b>increasing visibility of Ethnix</b> in wedding industry</li><li>- <b>Placed Raymond retail stores</b> in one of the leading wedding websites</li></ul>			
Netcracker Technology Solutions			
▪ Technical Business Analyst			Jun'16 – May'17
<ul style="list-style-type: none"><li>- <b>Acted as key liaison</b> between the Product Owner and software development team</li><li>- Interacted with <b>company stakeholders, customers and subject matter experts</b> to comprehend requirements</li><li>- Deciphered erroneous values &amp; created <b>reports</b> at the output of <b>product, Rating and Billing Manager</b></li><li>- Evaluated the procedures at the back end by running core <b>C++</b> and other <b>SQL Database operations</b></li><li>- Performed <b>root cause analysis &amp; resolution</b> to closure of application bugs led to an improvement of application</li></ul>			
SKILLS			
Management	Requirements Gathering & Analysis, Problem Solving, Strategic thinking and planning abilities, Decision Making, Visualization, Stakeholder Management		
Technical	PL/SQL, C++, JIRA		
Microsoft office	MS Excel, PowerPoint, Azure		
Others	Power BI, Photoshop		
ACADEMIC PROFILE			
MBA	Indian Institute of Management Kozhikode		2017-19
B.E. (CSE)	University College of Engineering, Osmania University		2012-16
AWARDS & ACHIEVEMENTS			
Centillion	▪ <b>Acknowledged</b> for vendor management in organizing and conducting HIRM workshop	2020	
Raymond	▪ <b>Selected in Raymond's flagship program 30U40</b> – Top 30 performers under 40 years	2019	
	▪ <b>Secured recognition</b> for smoothly conducting the townhall for 600 employees	2019	
Netcracker	▪ <b>Awarded best employee</b> in training and development session over a period of 3 months	2016	
Osmania University	▪ <b>Secured best project</b> of B.E.(CSE) on Energy efficient level-based routing protocol in WSN	2016	
	▪ <b>Published research paper</b> on detail study of routing protocols in WSN in <b>NCCNIS</b>	2016	
	▪ <b>Secured recognition</b> from <b>Microsoft</b> as Microsoft Student Partner from Osmania University	2013	
Class XII	▪ Awarded <b>100% marks</b> in Mathematics and Chemistry in Intermediate level 2 at the <b>State Level</b>	2012	

## CERTIFICATIONS & INTERNSHIPS

Google	<ul style="list-style-type: none"> <li>▪ <b>Certification – Fundamentals of Digital Marketing</b> - To understand Search Engines, Search Marketing, and Social Media Marketing</li> <li>▪ <b>Certification – Google Analytics for Beginners</b> - To understand basics of google analytics and analyze the reports generated through it</li> </ul>	2020
Hewlett Packard	<ul style="list-style-type: none"> <li>▪ <b>Internship – Increase the sale of HP Spectre – Premium product of HP</b> - Developed go-to market strategy for HP Spectre focusing on the marketing mix of the product - Carried out competitor analysis and determined the levers to improve the market share - Monitored and analyzed the sales data of HP Spectre in the premium segment laptops</li> </ul>	2018
Apollo Computing Laboratories	<ul style="list-style-type: none"> <li>▪ <b>Internship – Acquaintance and study on USB 2.0 Device drivers for defense equipment</b> - Studied and developed USB 2.0 user-mode device driver, an interface between device &amp; system - Analyzed and performed data operations on the USB device data using character device driver</li> </ul>	2015
Microsoft	<ul style="list-style-type: none"> <li>▪ <b>Internship – Microsoft Student Partner</b> - Published windows-based desktop applications with 40000+ downloads in playstore</li> </ul>	2014

## EXTRACURRICULAR ACTIVITIES

Management	<ul style="list-style-type: none"> <li>▪ <b>Elected Coordinator, Placement Office</b> - One of six coordinators among 340 students who collectively organized placement tasks - Played Instrumental role in placing 452 students who got 580 job offers from 52 companies</li> <li>▪ <b>Member, Chief Organizing committee, Samskruthi</b> - Organized the annual traditional event that saw a footfall of 800 students - Spearheaded team of 10 coordinators during the event and managed a budget of INR 20000</li> </ul>	2016 2016
Cultural	<ul style="list-style-type: none"> <li>▪ Attained <b>3<sup>rd</sup> position</b> in Tech Maze, a maze setup with technical questions held at Infinity 2K14</li> </ul>	2014
Others	<ul style="list-style-type: none"> <li>▪ <b>Hobbies:</b> Playing Guitar, Football &amp; Cricket, trekking</li> </ul>	