

Mytri GC

MOUNTAIN VIEW (804)-269-2645 ☎ mytri.gc@gmail.com ☎ <https://www.linkedin.com/in/mytrigc>

- 8+ years of progressive global experience in Analytics, Program Management and Operations
- Proven ability to bridge the deep-domain expertise of researchers with the pragmatism and resourcefulness of entrepreneurs resulting in comprehensive product & marketing strategies

EDUCATION

Master of Business Administration – Strategy and Finance

Virginia Commonwealth University, Richmond, VA 2013 to 2015

Bachelor of Science – Biotechnology Engineering

Visvesvaraya Technological University, Bangalore, India 2006 to 2010

PROFESSIONAL EXPERIENCE

OVERSTOCK.COM

Sep 2018 to Present

Independent Consultant

Salt Lake City, UT

Operated as an independent consultant and provided program management & analytics consulting services to Overstock.com

- Engaged in data mining and behavior analysis to understand customer pain points by leveraging customer feedback (emails, inbound calls/ call center) as well as customer activity on the website
- Drove cross-functional collaboration to remediate issues around operations (employee productivity, customer satisfaction) and product (chatbot, help pages) within the customer service organization
- Hosted monthly consumer insights forum for senior leaders in the organization to surface key customer issues and lead discussions on potential business strategies to improve customer engagement and stickiness

T-MOBILE

Jan 2018 to Sep 2018

Senior Associate (Unify Consultants)

Bellevue, WA

Played a key role in customer retention by leveraging analytics and customer insights to guide business decisioning around one of the most popular T-Mobile perks: T-Mobile Tuesday

- Partnered with marketing to run experiments (A/B testing) to understand customer preferences. Insights from these campaigns were used to offer relevant perks in the T-Mobile Tuesday App
- Created two-way communication between business partners and data stewards by implementing and administering Asana (a popular project management system)
- Created data mapping documents between multiple systems, data governance policies, business glossaries and data dictionaries
- Restored data catalog for all the metadata and Reference Data Management (RDM) for collection of all the extended metadata

MICROSOFT**Apr 2016 to Dec 2017****Senior Management Analyst (Matisia Consultants)**

Redmond, WA

Managed and supported Azure Marketplace by improving business operations, monitoring business metrics and engaging with adopters of Enterprise Content Management

- Identified \$2M potential revenue leaks through data analysis which in turn resolved customer and partner issues and improved customer experience
- Operationalized revenue pipeline reporting for a cloud-based business, drove realization of lost revenue and enabled in closing a gap of \$7M in next five years
- Assessed the global landscape of cloud services in Africa and Asia, and collaborated with business stakeholders to define requirements and determined the viability in these emerging markets

KLOUD PORTAL**Jun 2015 to Mar 2016****Senior Business Analyst**

Bellevue, WA

Leveraged statistical modeling to predict customer behavior in order to aid retention and acquisition

- Segmented customers analyzed their purchasing patterns and unearthed a \$2M opportunity from up-selling additional products to flight/hotel purchasers. Successfully A/B tested and rolled-out customized solicitations, thus effecting over 20% increase in the repeat purchase rate
- Improved Hotel conversion rate by 15% by dynamically changing the order of hotel search results based on the traveler's profile, after determining that a statistically significant correlation exists between traveler's group size and star rating of their purchased hotel

FORD MOTOR COMPANY**Apr 2014 to Sep 2014****MBA Student Intern**

Richmond, VA

- Worked on a holistic analysis of US Auto industry and made recommendations on the competitive positioning of Ford vis-à-vis its competitors
- Assessed the viability of new growth initiatives and investment proposals by creating detailed forecasting models and performing DCF, NPV, IRR, scenario and sensitivity analyses

COGNIZANT BUSINESS CONSULTING**Sep 2010 to Jul 2012****Business Strategy Analyst**

Bangalore, INDIA

Involved in the strategy formulation, competitor and industry analysis, financial assessment, project management and software development for business clients from Pharmacy and Credit card industries

- Instituted a wholesome overhaul of Clients' Secured credit card strategy, thus bringing in 45,000 new customers into the credit ecosystem and adding \$7M to bottom-line
- Formulated customer acquisition and retention strategies by analyzing consumer spending patterns, payment patterns, competitive landscape and emerging industry trends
- Proposed, analyzed and realized a novel formulary strategy, thus increasing the generic dispensing rate of mature therapeutic categories by 20% and adding \$10M to gross margin
- Developed scorecards and dashboards that monitor key financial and operational performance metrics (KPIs) and analyze the actual results versus forecasted results