

**PROFILE SUMMARY**

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Demonstrating data-informed strategies with over 2 years of experience in building and implementing data-informed strategies in a fast-paced environment.

**PROFESSIONAL QUALIFICATIONS**

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**Product Management Certification Program, UpGrad (DUKE CE)** *Started in May '20*  
*A comprehensive 5-month program by experts from India and Silicon Valley — 2 case studies, 15 assignments, 100+ hours of industry-oriented learning*

- ◆ Conducted a thorough market and user research, sketch, wireframe and prototype on [food delivery services](#)
- ◆ Prepared Business Canvas Model for [Lyft](#)
- ◆ Built product artifacts like persona & user journey maps for a [roommate/flatmate](#) finding service by doing user research using surveys & user interviews

<b>MBA (Finance and Analytics)</b>	<b>NMIMS Hyderabad</b>	<b>'16 – '18</b>
<b>B.Tech (ECE)</b>	<b>AGI, J.N.T.U(H), Hyderabad</b>	<b>'12 – '16</b>

**PROFESSIONAL EXPERIENCE**

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**Strategy Analyst, Apollo Hospitals, Hyderabad, India** *10/18 – 02/21*

- *Strategy Analyst for AP and Telangana region consisting of 8 hospital units.*
- Reported directly to the President of Apollo Hospitals.
- Administered the performance and implemented various strategic initiatives in the AP and Telangana regions.
  - Analyzed and drafted quarterly and yearly reports of the units' financial and operational metrics to assess success account for deficiencies to be reviewed by the senior management
  - Assessed the impact of current business processes on users and stakeholders and evaluated potential areas for improvement.
- Initiated and implemented Hub and Spoke model for the Hyderabad region to increase market share and tap into unsaturated market which resulted in a 5% increase in overall revenue and 2% increase in overall conversion rate
  - Conducted a survey with 200+ consumers to gauge the market interest and decide on the plan of action.
  - Conducted interviews with internal stakeholders- doctors, sales professionals to understand the market.
  - Managed the cross-functional team- sales, marketing, and operations departments across the region.
- Successfully launched an automation tool for the Annual Operating Plan (monitors business and clinical metrics) across 39 units of Apollo Hospitals Group and saved 25 hours of manpower per month.
  - Collaborate cross-functionally with the IT and operations team to develop the tool, train the stakeholders, and implement it across the group.
  - Developed the logic of scoring which aided the IT team in understanding the requirements and build the tool
  - Ensured smooth running of the automation tool by taking constant feedback and making necessary changes.
- Prepared presentations for board meetings to showcase quarterly performance and achievements.

**Executive Assistant, JSS Pro Services, Hyderabad, India** *04/18 – 08/18*

- JSS Pro is a financial and business consultancy firm. JSS supports its clients with performance improvement, virtual CFO, etc.
- Part of the strategy and growth team. Envisioned the growth path of both the company and that of its clientele.
- Arrived at 4 financial metrics to monitor and evaluate the performance of different parts of the business resulting in better focus across the departments and goal setting.
- Developed new strategic initiatives to create a roadmap for the company's growth in various Indian and International market
- Developed and managed CRM which helped in reducing the response time by the sales team and eventually reducing the lead conversion time by 3 days and increased the conversion rate by 2%.

**LEADERSHIP ROLES & VOLUNTEERING**

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Core member, <b>Branding and PR committee</b> , NMIMS Hyderabad	<i>08/16 – 03/18</i>
Secretary, <b>CYGNUS- Technical and activities committee</b> , Anurag Group of Institutions	<i>06/14 – 04/16</i>
Mentored as a volunteer, <b>Indian Development Foundation</b> , NMIMS Hyderabad	<i>02/17- 03/17</i>