
Pilla Santhi Sumanth

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OPERATIONS MANAGEMENT | FRAUD ANALYSIS | TEAM MANAGEMENT | TESTING | RISK INVESTIGATION |

EXECUTIVE SUMMARY

- Senior Testing and Risk Investigator, having over 6 years of rich & insightful industry experience across diverse industries, including Internet, Healthcare and Consulting.
- Bring hands-on experience of working with Start-up organizations, having played a pivotal role across the entire business lifecycle including Setting up Operations, defining SOPs, scaling up business, acquiring customers as well as ramping down operations.
- History of deep diving into existing processes, analyzing required changes and designing & driving transformational strategies to bring around a significant improvement in overall operational efficiency, productivity and business impact.
- Specialization in leveraging data analytics & insights to proactively detect fraud, mitigate risk and improve the overall Risk Management capability across organizations.
- Early years experience in handling Digital Marketing, Lead Generation and Sales Support for diverse customers from across the globe.
- Team Leader, with expertise in managing diverse stakeholders, adept in driving operational excellence and business support capabilities across organizations.

Areas of Expertise include:

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|--------------------------|-------------------------|--------------------------|
| ■ Risk Assessment | ■ Vulnerability Testing | ■ Global Risk Insights |
| ■ Reporting & Analytics | ■ Project Management | ■ Team Management |
| ■ Stakeholder Management | ■ Data Analysis | ■ Subject Matter Expert |
| ■ Quality Assessment | ■ Fraud Analysis | ■ Training & Development |

PROFESSIONAL OVERVIEW

Cybrenium Technologies

Jun 20 -Present

Consultant Security Advisor - Manager

/Cybersecurity | Audit Risk Analysis| Data Loss Prevention | Quality & Risk Analysis |

- Creating Audit Risk rules for cybersecurity services to build confidentiality, integrity and availability of information for business continuity

Uber Hyderabad CoE

May 18- Jun 20

Account Security & Risk Investigator

/Fraud Prevention| Build & Test Models- Payment Flows| Safety Escalations| Testing & Risk Analysis- Payments & Risk Structures|

- Part of the core team of 3 in the Uber's **Manual Fraud Investigation team (MFI)**, tasked to understand India Risk insights and monitor fraud rings on multiple forums
- Worked on testing scenarios for **fraud replication** and performed **payment sanity tests** with pre-beta & beta builds of the product, holding the distinction of being the sole **iOS Risk Tester** across MFI
- **Subject Matter Expertise** on fraud rules, tasked to analyse, assess and train on fraud rules.
- Create fraud rules and quality parameters to ongoing fraud pattern assessments.
- Gained in-depth understanding of **product vulnerabilities** with a global perspective, including testing scenarios involving trust and safety issues
- Also, drove a project involving **Risk analysis** for the UberEats platform for United States & Canada region

Key Accomplishments:

- Handled one of the most challenging crisis involving **Paytm outstation Fraud Ring**
 - Re-engineered the existing fraud pattern to minimise the occurrence of similar fraud by detailing the loopholes in the beta and Live builds, while helping with Authentication flows in payments in product
 - Lauded for delivering savings to the tune of USD 100,000 as a result of a highly effective fraud detection and Mitigation mechanism
- Part of a critical and complex **Global Risk Insights program**, involving manual & detailed analysis of data from all possible forums including WhatsApp, Discord, Telegram and Facebook to check trends in marketplace fraud
 - Received immense appreciation for enabling identification of threat actors in the market that could result in Illegal Global Ride Sales, Payment flaws in the product builds and Payment Bypasses leading to payment frauds
- Handpicked to play a pivotal role in the **Covid-19 Warrior Program**, the role entailing deep diving a data dump using data cleansing skills by gathering details for drivers who have lost access to instant payment wallet and are now unable to collect delivery fee instantly
 - Appreciated by Stakeholders for detailed analysis and praiseworthy outcomes for people serving tirelessly in spite of

the global pandemic

- Transitioned into the Testing team for the **Subject Matter expertise on fraud rules**, tasked to analyse, assess and train on critical Legal Cases
 - Played a pivotal role in addressing a stakeholder requesting handling of a legal case for an ATO (Account Takeover Fraud) challenging Uber for a loss of USD 6000 from the riders credit card
 - Hold the distinction of being the only 1 Associate from a team of 60 to be working on the challenging assignment
 - Analysed Location logs; Payment bypasses; Timelines and also gave the initial node of where the fraud has started that eventually resulted into a cumulative amount of USD 24000

Pyraminds Consulting Pvt. Ltd.

Mar 17- May 18

Organization Manager

- Led a team of > 15 engineers, shouldering responsibility for all the **operational goals for technology driven projects**
 - Designed & drove marketing strategies for **US based and European customers**, ensuring the same are aligned with market needs and customer expectations
 - Instrumental in analysing existing processes, mapping them with required outcomes and devise strategies to continuously **improve processes**, ensuring the metrics are always green
- Key Accomplishments:**
- Led the challenging **simultaneous delivery** of a Marketing Promo Video; an Application similar to a sales CRM and an event application
 - Gained knowhow of specifications and schematics involved in the application architecture - application vulnerabilities and prepared a detailed report that was highly appreciated by clients
 - Instrumental in bagging the biggest project of the quarter for a price of INR 14,000,000
 - Played a pivotal role in the seamless **company dissolution**, demonstrating exemplary excellence in managing the existing workforce by up-skilling them to support them get rehired in larger organizations
 - Oversaw payments & collection of all pending bills within a record time period

Ivaan Health Services Private Limited

May 16- Mar 17

Digital Marketing Lead/ City Operations Lead- Hyderabad

- Owned the entire **Alliance Management piece** for Hyderabad based hospitals & hospitality partnership, while driving the **Digital Marketing** strategy for the same
 - The role entailed creation of marketing & sales targets for onsite sales team; generation of leads, curating marketing content, preparation of pitch deck and handling entire Market research through various platforms like LinkedIn & Xing
- Handled the entire **General Administration and Operations** responsibility for Hyderabad site
 - Responsible to create, manage and join social forums and attend social events on Medical tourism
 - Managed day to day activities of office from a marketing purview to attending to the needs and requests of Hospitals & Patients making sure their requests were adhered and respected as promised

Key Accomplishments:

- Part of the start up team involved in **Digital Marketing & Content Creation**, the role including creating the website from a scratch and scaling up followers & subscribers on various social media platforms
 - Learnt different designing tools to create content based on the research and targeted ad campaigns on Facebook & YouTube to a reach of 100,000
 - Curated BTL marketing material such as video ads, placeholder ads and WhatsApp ads in regional languages for more market intrusion
- Partnered with **20 major hospitals** in the city of Hyderabad & Visakhapatnam and managed lists of patients coming in from international offices as well as domestic offices

Singapore Island Country Club as Management Trainee

Nov 15- May 16

Payism Technologies as Assistant Manager- Operations

Jun 13-Jun 14

CREDENTIALS

2015 - 2016	International Diploma In Hospitality from FTMS Global, Singapore <i>International Student Board Secretary</i> <i>Honor Student- Batch 2015</i>
2009 - 2013	Bachelor of Engineering (Computer Science) from Andhra University College of Engineering, Vishakhapatnam <i>State Level Winner for Inter-Collegiate Education Plus</i> <i>Awarded Best Coordinator for 3 consecutive years for Extra-Curricular activities</i> <i>Project on Library Management Software</i>

PROFESSIONAL DEVELOPMENT PROGRAMS

- Data Analytics - Google Academy
- Power BI - Beginner Level – Udemy
- Project Management - Planning - (PMI - PMP) – Udemy