

# Anamika Kumari

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## TEAM MANAGEMENT | PROJECT MANAGEMENT OFFICE | SALES ANALYTICS | MARKET RESEARCH | SPANISH LANGUAGE |

### EXECUTIVE SUMMARY

- Multi-faceted Leader and Spanish language expert (verbal & written), having over 15 plus years of rich & insightful industry experience.
- Core competence includes Analytics & Reporting, Sales Support, Operational Excellence, Process Management, Service Management, Stakeholder Management and Team Management.
- Excellence in varied domain and process over the years including Project Management, Account Management, Sales Analytics, Market Research, Banking, Hospitality, Service Management and Translation & Interpretation among others for IT sectors.
- Possess an innate ability to address operational issues, study processes in detail, identify gaps, leverage analytical insights and work towards the improvements.
- Adept at monitoring the market management team for new competitor products and evaluate changes to existing competitor products, in turn enabling effective sales support.
- Deft at interfacing with stakeholders across the business units to determine requirements, specifications and ensuring the delivery.

### Areas of Expertise include:

- |                          |                                    |                               |
|--------------------------|------------------------------------|-------------------------------|
| ■ Operations Leadership  | ■ Process & Operational Excellence | ■ Analytics & Reporting       |
| ■ Market Research        | ■ Program Management               | ■ Team Management             |
| ■ Stakeholder Management | ■ Contract Negotiation             | ■ Sales Support               |
| ■ Service Management     | ■ Spanish Language                 | ■ Service Delivery Management |

### SKILLS

- **Technical:** BI @IBM, Cognos, Watson Analytics dashboards, Oracle Sales analyzer, Clarity, Version One, share point admin. Basics of R Programming.
- **MS-Office Suite:** Excel, Visio, PowerPoint, Word, Share Point
- **Certifications:** Lean Six Sigma, Prince 2 Foundational and Practitioner, IBM Agile Explorer, Enterprise Design Thinking, Basics of Cloud Core
- **Languages:** English, Spanish, Hindi

### PROFESSIONAL OVERVIEW

**IBM India Pvt. Ltd.**

**Mar 15 - Sep 20**

#### **Sales Management Advisor**

*Providing end-to-end seamless integrated support to Sales Leaders, enabling them to achieve sales revenue, profit and growth objectives for IBM products, solutions and services.*

#### **Sales Support:**

- Leveraging superior business analytics and expertise in sales pipeline management, load analysis, revenue forecasting to drive improvements in sales performance
- Assist IBM Sales Managers/Business Partners/First Line Managers with standard Sales Management Support (SMS) deliverables in all geographies and acting as their Trusted Advisor
- Active participation of the sales cadence management system and document action plans and follow up on actions accordingly
- Engage with Stakeholders to understand specific requirements and provide support within SMS mission and scope
- Help Sales Managers by performing the analysis around sales pipeline and enable them taking actions to improve the sales results

#### **Stakeholder Management:**

- Collaborate with shared service verticals and Sales Business Operations for automation & pre/post sales requirements, revenue forecasting with finance, next quarter demand generation and Marketing programs
- Liaise with Sales Managers for ad-hoc requirements and provide them analytical insights for improved win odds

#### **Analytics & Reporting:**

- Produce Quarterly/Weekly Sales Analytics Insight provides deep dive analysis on Roadmap Progression, Win/Loss, Pipeline Quality and various other significant business metrics

- Provide insightful, actionable recommendations on the recurring issues affecting Business Units by leveraging prescriptive/predictive analytical tools and Watson Cloud platform dashboards
- Identify trends, gaps, pervasive issues to meet Transactional, Signings & SaaS quarterly revenues for different BUs
- Automate the R&A process by deploying **service now** tool to receive requirements from Sales Leaders and identify out of scope/manual activities

#### **Key Challenges & Accomplishments:**

- Overcame challenges of team, data unavailability and stringent timeliness for successfully meeting ad-hoc requests for Win rate analysis over 2017, 2018 and 2019 period for Europe Supply Chain BU
  - The report was extremely critical for planning 2020 business strategy and played a pivotal role in supporting the geography leaders to suggest the logo to the global team
  - Planned the delivery effectively with a detailed demarcation for each step, gathered historical information post due permissions and additionally provided vital observations/insights and recommendations to the stakeholders
  - Recognized for superlative efforts and awarded the **Manager's choice award** for exemplary work done
- Met the stakeholder requirement of specific structure and data view that could enable them to collect the current status with his vendors and also be presented to Geo Europe leaders
  - Gathered requirements, created pivot view and also leveraged expertise in Analytics to capture the previous status/update, a feature that was recognized as novel & highly innovative by the stakeholders and IBM leaders

**Accenture Services Pvt. Ltd.**

**Oct 11- Feb 15**

#### **Feb 13- Feb 15: PMO Manager (Project Name: Nordea ITGF PPMO team, Sweden & India)**

*Led project management office team focusing areas into Access management, resource management, risk management and financial planning management.*

#### **Key Challenges & Accomplishments:**

- Led resources supporting clients incurring financial loss due to new rolled on resources facing delays in getting access to the client systems
  - Played a stellar role in defining & executing the strategy that resulted in expediting and streamlining the approval process
  - Also defined an entirely new process enabling pre-emptive ordering of security access token from Sweden
  - Automated the entire approval mechanism enabling access and sign-off from all stakeholders
  - Lauded by the client head of project compliance and change management for tremendous contribution to the project by streamlining entire access process, resulted in significant improvement with overall 40% efficiency
- Instrumental in improving the Resource Management strategy for a client, having led the creation of data entries for all resources and automating the same for all roll on and roll off related steps
  - Created master data with key information related to the resources, ensuring ready & quick reference at all times
  - Enabled better tracking system for resource related queries and helped increasing the efficiency
  - Coordinated with cross functional teams and stakeholders for continuous process improvements and aligning the best practices

#### **Oct 11- Feb 13: Translation Team Lead (Project Name: Telefonica Apollo Spain, Team Leader - Spanish Technical Translator)**

*Managed Spanish Translation team. Recognized for 100% quality translation delivery.*

#### **Key Challenges & Accomplishments:**

- Smooth transition for technical team from Spanish counterpart was pain area due to language barrier
  - Training Spanish Course of A1 and A2 level for IFLAC Certification to the technical team
- Ensuring quality of translated documents
  - Implementation of automated translation tool
  - Creation of technical terminology glossaries for high quality & efficient delivery

#### **Sep 10- Sep 11: ErevMax Technologies Pvt Ltd as Market Manager (Spanish Language Resource)**

*Train clients (Spain renowned group hotels revenue manager) about features and functions of rate tiger tool in order to boost hotel revenue with efficient rate and inventory management*

#### **Nov 05- Sept 10: Global Symphony Marketing Solutions as Senior Consultant (Spanish Language resource)**

*Analysis of FMCG Sales data & Market Trend for top Clients in Spain like Coca Cola, Nutrexpa, Danone and multiple others*

#### **CREDENTIALS**

- Scholarship course in specialized topics like writing Spanish and culture of Spain from Barcelona University, Spain (2005)
- M.A. in Spanish (2004) from Department of Germanic and Romance Studies, University of Delhi
- Diploma in Travel and Tourism Management from Indian International Trade Centre, Connaught Place, New Delhi