


# Mario Allen Clement

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Creative and insightful data analyst with 6+ years of experience in analyzing markets across Asia Pacific region. Eager and profound at leveraging data interpretation and visualizing skills at International Data Corporation to drive growth in product strategy for IDC and its Clients. In current role, spearheaded 4 projects which generated a revenue of over USD 3 million over 2 years for Asia Pacific and introduced close to 6 new products leveraging on existing models/products. Added to this, my research presentations have helped close to 4 clients to increase almost 40% in revenue for the Asia Pacific Market.

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## Experience

MAY 2017 – PRESENT

### Senior Market Analyst / International Data Corporation

Currently working with the **IT Spending Group** as a **Vertical Lead Analyst** for all products within the APAC Region. Summary and achievements:

- Understand the spend by verticals and industries to help clients with their future target segment.
- Coordinate and manage the data gathering, processing, quality control and cross checking with other analyst to produce final data sets called the Spending Guide and Blackbook.
- Press releases for each guide based on the historical and forecasted spending.
- Streamlined process and optimized operating time by 30% compared to previous cycles.
- Developed a stringent co-ordination between industry analysts and tech leads for each product.
- Developed set templates for press releases to improve interactions with expected clients.
- Assisted the business development team to position the IT Spending products.

Worked with the **Imaging, Printing and Document Solution** team as a **Sub-Regional Analyst** for all **Home/Office Products** managing the largest Sub-Region in APeJ. Summary and achievements:

- Headed and managed the research for Printers, Consumables and Document Scanner products for ANZ, Hong Kong, India and Singapore.
- Coordinate and manage the data gathering, processing, quality control and cross checking with other analyst to produce final data sets called 'Trackers' for APeJ.
- Presented detailed overview to clients based on finding where recommendations and solutions were addressed.
- Assist in syndicated research across other products including worldwide coverage.
- Improved quality of data by targeting areas of information collection which helped in improve accuracy to 90%.
- Strengthened relationship with key clients which invariably lead to increased renewable for the last 2 cycles.
- Developed and introduced new products through syndicated and custom research which added to increase in IDC's revenue.
- Sized and formalized Sri-Lanka as a standalone country split from scratch which has been subscribed by clients for USD 5000+.

Worked with the **Imaging, Printing and Document Solution** team as a **Lead Regional Analyst and the Project Owner** for Printer Consumables Market in APeJ Region. Summary and achievements:

- Headed the Printer Consumables Product research managing all country analysts situated in APeJ.
- Building working relationships with key clients/ vendors and engage with them on qualitative and quantitative discussions for all countries in APeJ.
- Report writing via consolidation of primary research conducted for APeJ.
- Prepare forecast for all other Asia Pacific Region for the next 5 years.
- Assist in syndicated research across other products such as page volume, install base (machine in field) and other custom research related to print.
- Automated data gathering via excel based formulas which increased country analyst productivity by 60%
- Presented at multiple printing expo across ApeJ as an industry analyst for vendors and channels.
- Introduced 4 new products within the printer consumables domain which generated additional revenue for 2017 and 2018 respectively.
- Accurate country specific forecast helped clients revamp their operations which lead to re-strategize client's operations.
- Helped 3 clients track down counterfeit market which helped sales of original products to improve in multiple countries.

FEBURARY 2016 – APRIL 2017

## **Market Analyst / International Data Corporation (India)**

Worked with the **Imaging, Printing and Document Solution** team as a **Country Analyst (India)** for Printer Consumables and Large Format Printer Market in India. Summary and achievements:

- Data collection, data analysis, market sizing and forecasting for Printer Consumables and Large Format Printers in India.
- Answer client inquiries and track client interactions in the IDC database.
- Participation/contribute in, or contributions to local or regional consulting projects
- Questionnaire design and execution
- Assist and co-produce press releases, media queries and appearances.
- Improved efficiency of data collection and data analysis which helped accuracy level to grow to 90%.
- Built and assisted multiple custom research for India which continues to be delivered to clients.
- Was invited in multiple print expos to deliver a presentation to the audience on the total market.
- Won multiple team awards for cross country collaboration and faster delivery.
- Was identified as a key resource to support the regional team.

SEPTEMBER 2015 – JANUARY 2016

## **Research Professional / Indian Market Research Bureau**

Worked with **Live Labs** team for IMRB who undertake custom projects and conduct consumer behavior research as well as detailed workshops to launch and to re-strategize current product. This is a part time job taken up when I was pursuing regular post-graduation course. Summary and achievements:

- Gathered and collate meaningful insights from surveys and consumer interactions.
- Coordinate with the qualitative teams for survey creation and response collection.
- Help the team to design the workshop for clients across multiple projects
- Assist in presentation creation which will be used for client interactions.
- Assist in secondary research for projects which will be used as validation points.
- Worked in 4 projects across a span of 5 months.
- Successful implementation of findings in all projects as below:
  - o Helped Maruti Suzuki launch the Nexa range of showrooms.
  - o Helped Samsung develop the “J” Series Mobile phones for India.
  - o Helped in formulating a detailed analysis of positioning Wockhardt Hospital.
- Awarded the best PowerPoint editor as a newcomer.

AUGUST 2012 – MAY 2014

## Operations Associate / Fidelity Investments (India)

Worked with **SMP (Security Master Pricing) Process**, a gateway process of directing forms scanned in USA to respective teams along with collection, analysis and report of changes in market price of investment. Summary and achievements:

- Function as a liaison between business units.
- Improve customer satisfaction, support projects in alignment with company direction.
- Assist in consulting individual and corporate customers based out of USA.
- Track the changes in share price through Bloomberg for data analysis.
- Won 6 awards in the span of 24 months overtaking the seniors in the team.
- Learnt the complete process in half the time scheduled for knowledge training.
- Changed the functioning of the CSR Groups to engage in weekend training with government schools.
- Had the first live band perform in 2 town halls for the Bangalore office.

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## Skills

- Outstanding insight and analytical thinking:
  - Effectively reading and interpreting information, numerical, and statistical data, drawing logical inferences and providing reasonable recommendations.
  - Being able to anticipate and adapt to customers' needs in a proactive and strategic manner.
- Strong organizational and time management skills:
  - Having strong multitasking skills; being able to work independently and as part of a team in a dynamic, challenging environment.
  - Being versatile, flexible, and willing to work within constantly changing priorities.
- Administrative skills:
  - Demonstrated computer proficiency in Microsoft Office Suite, including the ability to develop and use advanced formulas
  - Having experience in creating graphics, flow charts, and projections to generate statistics.
  - Working knowledge on SAS, Tableau, QlikView and current employer software (Ferda).
- Strong attention to detail:
  - Efficiently and accurately reviewing and summarizing marketing data.
  - Staying focused during highly repetitive tasks

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## Corporate awards

- Milestone award for 3 years mark – February 2019 (IDC – Asia Pacific)
- Presented at the Media Expo Awards Night Ceremony (IDC – Printer Consumables)
- Team Collaboration Annual Award – February 2018 (IDC – Printer Consumables)
- Best PowerPoint Editor (IMRB)
- Winner of 3 zero defect awards (Fidelity Investments)
- Two team awards for the year 2013 for spectacular handling of the process (Fidelity Investments)
- One on-the-floor award (learnt the process in 40% time allocated for training).
- Live band performance in all the award ceremonies (4) including 2 town halls.
- Two Eureka awards (Innovation in process awards).
- Consistently exceeded productivity throughout the tenure

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## Education

Course	Specialization	Institution	Board	Year	Grade
Post Graduate Diploma in Management	Marketing and Human Resource	St. Joseph's College of Business Administration, Bangalore	Autonomous	2016	6.5 (CGPA)
Bachelor of Business Management	Finance	St. Aloysius Degree College, Bangalore	Bangalore University	2012	60%
Pre-University (Post 10 <sup>th</sup> Grade)	Commerce	St. Joseph's Pre-University, Bangalore	PU Board, Karnataka	2009	59%
School (General studies as per curriculum)	ICSE	St. Joseph's Boys High School, Bangalore	ICSE	2007	62%

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## Extra-Curricular Achievements

- Founding member of the Old Students Association of St. Joseph's College of Business Administration.
- Head and initiator of the Old Students Association of St. Aloysius Degree College.
- Member of the Old Boys Association, St. Joseph's Boys High School – Batch coordinator
- Certified Junior Ambulance man (St. John's Ambulance Man).
- Received the Rastrapathi (President's Award) Bharath Scouts and Guides.
- Received the Rajyapurskar (Governor's Award) from Bharath Scouts and Guides.
- Brochures/Advertisement designer for the Human Resources and the Marketing conclave.
- Football (Winners of JPL – 2014, St. Joseph's College of Business Administration).

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## Certification and Volunteering

**Proficient in Power Point Presentation** - Certified by Impress Training (Singapore)  
**Proficient in MS office** – Certified by Gurukul, Bangalore (Nalanda University)  
**Certified First Aider** – Certified by St. John's Ambulance Man (Bengaluru)

**Organizer at Narayana Health**  
**November 2015 – Present** -Walkathon organized by St. Joseph's College of Business Administration against Cancer  
**Pulse Polio - Bangalore at Bharath Scouts and Guides**  
**November 2001 - November 2014** - Social service to the community on eradicating polio in India.

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## Hobbies and Interests

- Tech enthusiast, always keen on understanding technology.
- Gaming (PC, Consoles and Smartphone)
- Lyricist and lead vocalist for a Band.
- Football and Hockey.
- Travelling enthusiast.

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## Languages

English (Native)    Tamil (Native)    Kannada (Intermediate)    Hindi (Intermediate)    French (Beginner)