



# JAWAHAR SHEIT

A Strategic Consulting, Research and Advisory Professional – with more than 18 years of experience – in pursuit of challenging and enriching assignments in Strategic Consulting/Planning/Marketing with an organization of high repute



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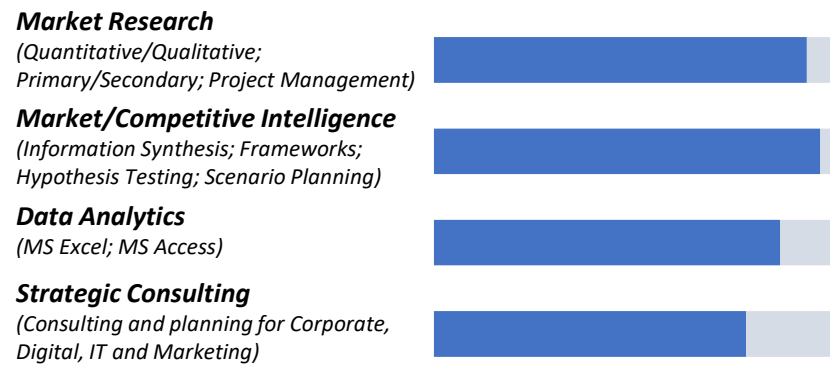
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## COMPETENCIES

Beginner    Learner    Specialist    Expert



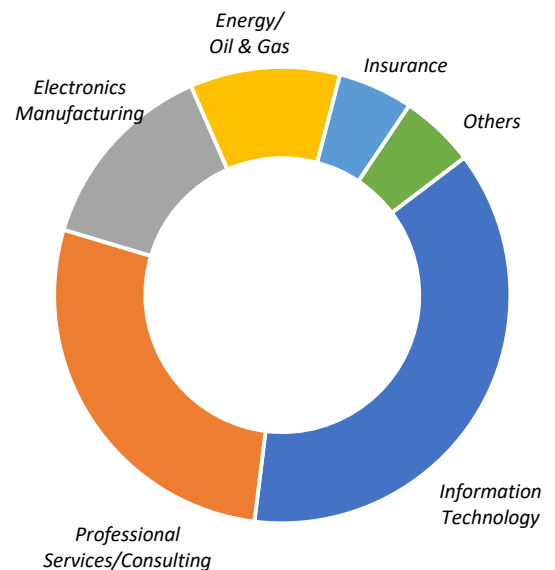
## MANAGERIAL SKILLS



## KEY ACHIEVEMENTS

- Conceived and successfully conducted “Forrester @ Shell” Analyst Day event for Shell IT staff in London, with renowned Forrester analysts on current topics
- Project managed “Malomatia Vision 2020”, a corporate wide business planning exercise that involves: identifying key markets and growth services; assessing internal capabilities and market requirements, etc., and presented to the management committee and ictQATAR (the Ministry for Information and Communication Technology, Qatar)
- Set-up and managed a project to track US Public Audit marketplace to analyze market share and size for Auditing Services utilizing Audit Fees information from SEC and other sources for Deloitte AERS (Audit & Enterprise Risk Services)
- Developed scoring methodology for identifying disruptive/high-growth start-ups in Technology space
- Start-up team member for Shared Services/Captive KPO units for various companies; involved in setting up business, teams, processes and procedures
- Experienced in working on Service-area/Organization-wide initiatives including quality management, professional/people development, performance management, product excellence, divisional strategy and corporate scorecard
- Presented on market intelligence techniques and frameworks within and outside organizations – including a presentation at Verizon Chennai Centre
- Received: “Making a difference award” in 2015 with HPE; Best Analyst award in 2008, 2010 and Team Management award in 2011 with Deloitte

## SECTORAL EXPERIENCE



## EXPERIENCE SUMMARY

- Program/project managing large corporate business/strategic planning projects involving multiple stakeholders and spanning across multiple divisions/business units
- Deliver highly-integrated business/market intelligence programs that aid business development and executive decision-making
- Work with CXO level executives on business planning and competitive positioning
- Conduct detailed market study to analyze the latest market trends and providing valuable inputs for product development to build consumer preference
- Disseminate information from multiple resources, including social media to identify trends, spot threats, and develop strategic plans – that address market and competitive situations
- Analyze white spaces, market and capabilities requirements to develop go-to-market strategy
- Develop “frameworks” and utilizing hypothesis testing for scenario planning, analysis and strategy development
- Build brand focus in conjunction with operational requirements wherein utilizing market feedback & personal network to develop marketing intelligence for positioning the products
- Manage vendors by developing research proposals, business cases, RFP and tenders for marketing and market research projects
- Engage with industry analysts in promoting internal capabilities, developing business cases, developing point of views, benchmarking competitor offerings, IT spend and analyzing strategies
- Utilize industry events, conventions, etc., to understand market trends and develop internal capabilities

## WORK EXPERIENCE

### 1. Sep'19 till date, as Freelance Consultant for Market Research and Strategy Development

#### Key Projects:

#### 1a. May'20 till date with a leading Social Analytics & Research Firm, Bangalore, as a Consultant – Primary Research

- Working towards creating a primary market research offering for the firm, developing business plan and markets to target
- Working on RFP responses for healthcare and public sector projects on market research

#### 1b. Sep'19 to Mar'20 with Acsys International Ltd., Chennai, as a Strategy Consultant

- Worked with CEO of Acsys in developing long term strategy for the company
- Assessed external environment and identify new geographies/sectors and opportunities for market expansion
- Assessed internal environment for capabilities and gaps
- Designed and developed Go-to-market and Alliance Strategy based on the assessments
- Developed growth and diversification strategy

### 2. Dec'17 to Feb'19 with Royal Dutch Shell, Bangalore, India as External Insights/Competitive Intelligence Lead, Downstream IT Strategy & Planning

#### Key Result Areas:

- Lead strategic engagements across DS business units to shape IT and Group strategic direction
- Align business goals with IT, by providing benchmarking information, to improve IT performance
- Support IT investment and planning decisions with market insights for Retail, Commercial, Chemical, Trading & Supply and Manufacturing business units
- Work with industry analysts on benchmarking competitor IT Spend, identifying market standard tools and capabilities
- Promote Digitalization and market standard applications with well written internal point of views



### 3. Oct'14 to Nov'17 with Hewlett Packard Enterprise (HPE), Chennai, India as Research/Intelligence Manager, Global Market and Competitive Insights, Corporate Strategy Office

#### Key Result Areas:

- Delivered projects related to strategic initiatives of Hewlett Packard Enterprise Business
- Delivered specialized competitive intelligence analysis on HP's tier 1 competitors to drive decision making
- Delivered market insights/intelligence pertaining to key growth areas identified by HP Enterprise
- Profiled competitors and technologies that would disrupt future enterprise IT market
- Developed a scoring methodology for identifying disruptive/high-growth start-ups in technology space



### 4. Feb'12 to Mar'14 with Malomatia QSC, Doha, Qatar as Market Research Consultant

#### Key Result Areas:

- Worked with CEO and managing committee on strategic projects including business planning and new service offerings
- Worked with Sales team on pre-sales/business development support for projects
- Worked with Marketing and Sales Directors on MIS and internal data analysis
- Conducted primary market research on brand awareness, customer satisfaction and campaign evaluation
- Developed marketing plan and performance scorecard for the Marketing & Communications Division of Malomatia
- Executed internal surveys for enabling teams like Finance, Marketing, Information Technology and HR on their service levels, requirements, employee satisfaction etc., using survey tools like SurveyMonkey.com
- Developed reports on market size and market share for various IT services and sectors that would disrupt the market for the next few years in Qatar



### 5. Feb'11 to Feb'12 with Hewlett Packard (HP) Chennai, India as Program Manager – Strategic Marketing, Global Analytics

#### Key Result Areas:

- Delivered strategic projects related to marketing initiatives of Hewlett Packard Enterprise
- Supervised a team of Senior Consultants and Consultants working across strategic marketing and research projects
- Developed and delivered a comprehensive CI Program to track tier 1 competitors by researching information from various traditional and social media sources, organizing them as strategic themes (scenarios/hypothesis) and analyzing them



### 6. Aug'07 to Feb'11 with Deloitte Services, Hyderabad, India as Assistant Manager/Senior Consultant – Competitive Intelligence, Deloitte Intelligence, Research & Innovation Group

#### Key Result Areas:

- Managed and delivered specialized competitive intelligence analysis and recommendations towards furthering Deloitte's market/industry and competitive strategy in the market place
- Provided assistance to the Executive Board by analyzing qualitative and quantitative data collected from various sources
- Analyzed US proxy filings and other published data for market share and trends
- Analyzed account wins & losses, competitive mergers & acquisitions, competitive landscape and new service launches, etc., for competitive benchmarking and pursuit support
- Published well researched, analytical and forward looking articles on competition for the executive team in the internal CI Monthly publication



### 7. May'00 to May'07 with various organizations with roles in Market Research, Market Intelligence and Strategy Advisory