



DEEPIKA RATHOD

Senior Market Analyst, IoT & Telco Insights

A versatile, accomplished & goal-oriented professional with over 11 years of experience across Strategic Consulting, Market Research, Business Development, Digital Transformation, Project Management, Training & Development and People Management with proven track record of delivering consistent business results through leadership and application of sound management practice

CONTACT DETAILS

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KEY IMPACT AREAS

IOT Strategic Insights & Consulting

Competitive Analysis

Market Research

IT/Digital Roadmap

Market Analysis & Forecasts

Project Management

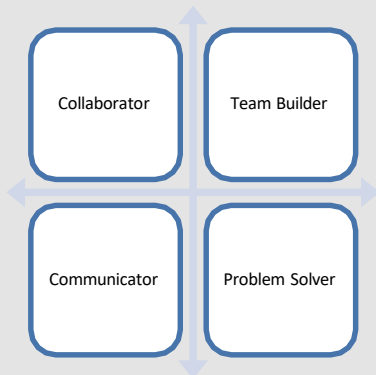
Cost & Resource Optimization

Enterprise Market Evaluation

Customer Expansion

Team Building & Leadership

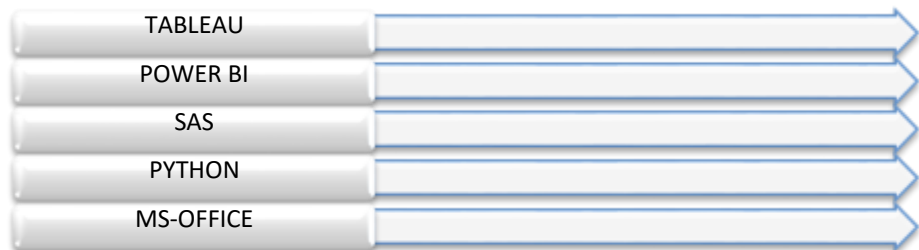
SOFT SKILLS



PROFILE SUMMARY

- Competent professional with proven **understanding of digital & IT opportunities for technology service provider, spearheading work across directing digital transformation** while keeping a real time track for **tech outsourcing market** across various industry
- Strategic planner with expertise in evaluating, **establishing & maintaining development policies, methodologies and procedures**; Skilled at **designing procedures to ensure timely availability of business information necessary to facilitate critical decision-making process**
- Managed **Digital Transformation, Product Lifecycle Development, Portfolio Expansion, Market Entry & Growth Strategy, M&A Strategy and Market Sizing & Forecasting**
- Mapping **client’s requirements, attending / conducting business user meeting, project planning & scheduling & providing them customized business solutions**
- Designed and **delivered solutions** that remedy core business issues and position the organization to reach the next level of profitability through technology introduction
- Skilled in devising future roadmap, **identifying opportunity for clients including Microsoft, Singtel, Milestone, Mobily, STC, Capgemini, etc., on establishing growth and entry strategies** into highly technology intensive automation products market
- Outlined the **scope of the work and identify and map out schedules, milestones, and required resources** to meet the project objectives; assisting clients across various **verticals like Automotive, Telecom, Retails, etc., & aligning their operational strategies with the pervasive technology solutions like IoT, Cloud, AI/ML & Analytics through digital themes**
- Developed **knowledge in various areas of the business** and used it to identify potential impacts or opportunities that haven’t been acknowledged yet; recognized synergies between **cross business groups and engagements to ensure cross-functional cooperation**
- **Entrepreneurial & pro-active attitude** with strong technical & analytical skills, and a passion for learning new quantitative research methodologies

IT Skills



WORK EXPERIENCE

Jan’2014- Present: IDC as a Senior Market Analyst, IoT & Telco Insights (AP), Bengaluru



Role & Responsibilities (Organization)

- Coordinating with senior management in development and enhancement across methodologies, frameworks & website content development
- Continuously improving performance to drive towards internal promotional opportunities; Extracting necessary BI information and interpret to assist decision making process
- Effectively managing and supporting the development of members of Transformation team and business

- Evaluating team performance and providing feedback; facilitating continuous improvement and development of the team members
- Improving processes using systematic, disciplined and data-based methods that get to root causes
- Applying a structured approach to facilitate problem solving, identifying pain areas, and guiding partners to make informed decisions

Role & Responsibilities (Research Analyst)

- Managing end-to-end project management & ensuring adherence to scope, timelines, budgets, quality standards, and risk management to ensure customer delight
- Performing work across digital technologies and their use-cases & showing leadership internally as well as to clients, including overall guidance, mentoring and supervision
- Providing expert advice to stakeholders on business strategy and planning; anticipating business issues and/or opportunities; preparing stakeholder-ready deliverables with interpretative commentary & strategic recommendations
- Supporting the leadership for crafting strategic plans by delivering them information packets on latest market trends/challenges and competitors' products/services
- Interpreting existing data and processes to assure customers that the proposed system will provide high performance with business information; compiling findings thus saving cost, time & effort
- Focusing on market sizing, share of market, and growth trends and drivers, and competitors; acting as primary stakeholder contact in all phases of research projects

PREVIOUS EXPERIENCE

2011-2012: J.P. Morgan Chase & Co, Bengaluru as Sr. Finance Ops Specialist



Highlights:

- Responsible for Singapore accounts including invoice processing, compliance, payment runs, foreign currency exchange, month end activities
- Handling queries and maintaining customer satisfaction

2008-2011: Capgemini Business Services India Ltd, Bengaluru as Senior Process Associate



Highlights:

- Processing & verification of complex invoices comprising currency conversion, PO & GRN & Non-PO invoices
- Passing rectification entries for errors occurred in payment processing, Meeting the SLA and Customer Satisfaction at a higher level
- Core member of ADHOC team for handling day to day client queries & issues for ensuring timely payments and prioritizing payment efficiently which will help in meeting SLA, along with month end activities
- Core member of verification team involved in clearing pending queries by coordinating with onshore team and ensuring timely payments.
- Training new joiners, other team members and our counterpart team in Salem

Key Projects Undertaken

- Market Expansion Strategy
- Competitive Analysis & Profiling
- New Market Entry for VMS (Video Management Software) tier one company
- Wholesale market strategy & opportunities

ACADEMIC DETAILS

- PGPM in Business Analytics from IMT Ghaziabad, 2021
- BCom (Finance & Accountancy) from Bangalore University, 2008

ACHIEVEMENTS

- Hall of Fame - Outstanding contribution in the month of July 2010
- Team Award for Outstanding performance in Nov 2010
- Provided with 'WELL DONE' card for great aptitude in identifying critical errors & maintaining accuracy
- Winner of Q3 & Q4 performance award in 2014
- Excellence Award for the year 2015

PERSONAL DETAILS

Date of Birth : 06 March 1988
Languages Known : English, Hindi, Kannada
Permanent Address : Bengaluru, KA
Current Address : No.29, 2nd main, K.E.B. road, Ittamadu, B.S.K. 3rd stage, Bengaluru – 560085
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