**PROFILE**

* A comprehensive experience ranging from market research, retail operations, menu management to business strategy.

**PROFESSIONAL EXPERIENCE**

**Manager, Global Menu Strategy at McDonald’s Corporation.**

June 2017 to Present

* Consolidated quantitative research, business results and qualitative inputs to create the Premium Burger White Paper released globally.
* Summarized learnings from Menu Architecture, a quantitative research that uses Conjoint Analysis to identify opportunities and strengths at the product level, conducted in US and France.
* Compiled and categorized menu development data to identify near term projects as well as innovation opportunities in menu, for the Pipeline Synthesis 2017.
* Synthesize information on product launches, competitor activity and industry reports to identify key drivers of choice for Non Meat Burgers.

**Director, Strategy and Planning at HardCastle Restaurants Pvt. Ltd.**

Direct Licensee of McDonald’s in India – West and South Region

July 2008 to July 2015

* Developed medium term Business and Brand Strategy driven by market research, financial goals and competitive forces. This supported a top line growth of 29% CAGR between 2008 and 2014, growing market share as well.
* Designed and implemented market research projects for Brand, Menu and Employee satisfaction. These employed tools like panel data, cluster analysis for segmentation and ticket analysis. Qualitative techniques like sensory panels and focus groups were also employed to get customer feedback. Learnings were summarized and leveraged for driving leadership discussions and business growth.
* Analyzed lead and lag indicators, to improve current business performance and identify growth opportunities. The measures included financial, operational and brand measures.
* Developed and calculated metrics for the analysis of promotions, price changes, product introductions and product tests.
* Developed 3 year Pricing Road Map to leverage pricing as a profit lever, balancing inflation, consumer demand and competition.
* Identified opportunities for price changes based on Price Sensitivity Studies. Led a cross-functional pricing team for rolling our price changes across 200+ stores. Target margin improvements were achieved with a variance of 5 basis pointsand amarginal loss in guest counts.

**Solution Architect and Product Manager at ETP International Pvt. Ltd.**

 A retail software company that provides retail solutions to specialty retailers

 January 2006 to July 2008

* Presenting the ETP suite to the CXOs of potential clients was a significant part of my responsibility. These demo’s were tailor made for each client, based on their business and/or RFPs. This required both technical and functional knowledge, since the R&D center was in India, while we were based out of Singapore.
* Supported sales team in creating Value Proposals, which involved understanding processes, identifying gaps and finally recommending a comprehensive solution to potential clients.

**Retailing Manager at Titan Industries Ltd.**

Asia’s largest watch manufacturer part of the Tata group of companies.

June 2003 to September 2006

* Identified potential locations in preferred markets, developed location specific business plans and signed up new franchisees.
* Consulted franchisees, new and old, to deliver the right brand experience through visual merchandizing, product mix management and sales team training.
* Worked on an innovation project to reduce store development costs by 20% to improve break even.

**Product Manager at Soft Luggage at Blow Plast Ltd.**

Asia’s largest hard luggage manufacturer.

June 2001 to June 2003

* Achieved sales targets for the year in various channels, while managing inventory for Mumbai.
* Increased brand footprint through new exclusive stores and distributors. Led the pilot for India’s first Delsey store in Mumbai.
* Managed and coached 5-member sales team.

**EDUCATION**

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| Master of Science in Economics  | Texas A&M, College StationGPR – 4.0 | *May 2017* |
| Master of Management Studies  | University of Mumbai, IndiaG.P.A: 3.4 | June 2001 |
| Bachelor of Commerce  | University of Mumbai, IndiaG.P.A: 3.2 | June 1998 |