

S ANAND

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I AM THE **CHIEF EXECUTIVE OFFICER** AT **GRAMENER** – A DATA SCIENCE company we co-founded.

WE NARRATE INSIGHTS FROM DATA AS STORIES

We built the apps that run India's TB program, US Cold Storage's warehousing plans, and Novartis' clinical trial anonymizations.

ANAND IS RATED ONE OF INDIA'S TOP 10 DATA SCIENTISTS

Analytics India Magazine ranked Anand as one of India's top 10 data scientists in 2015. So did Analytics Vidhya in 2023.

EARLIER, I WAS A **PRINCIPAL CONSULTANT** AT **INFOSYS CONSULTING**, London, with expertise in e-commerce and social media.

FOCUSING ON BUILDING ONLINE PLATFORMS...

I designed the online platforms of Citigroup, Tesco.com, GMAC and Cambridge; advised Thomson Travels, *The Guardian* and *The Daily Telegraph* on social media.

... COMBINED WITH ENTERPRISE APPS & IT STRATEGY

I have led programmes to implement Citigroup's global finance system, RBS' Basel 2 platform, ABN Amro's corporate CRM platform, advised Nomura and Lehman Brothers on IT strategy.

BEFORE THAT, A **CONSULTANT** AT **THE BOSTON CONSULTING GROUP**, Mumbai (a strategy consulting firm), advising Banking and IT firms.

I FOCUS ON GROWTH AND MARKET ENTRY STRATEGIES...

I advised the Aditya Birla Group on growth strategy; ICICI on the launch of OneSource; SAP on financial services strategy; Bank of India on retail strategy; Oracle on BPO entry; etc.

... AND BUSINESS PROCESS OPERATIONS

I consolidated ICICI Bank's back office, reducing cost by 15%; improved IBM's staffing lead times without reducing utilisation; and identified fraud in Crompton Greaves' dealer network.

I WAS A **PROJECT LEADER** AT **IBM GLOBAL SERVICES**, BANGALORE, developing applications for manufacturing and services clients. I was presented with the "IBM Way" (employee of the year) award in 1998.

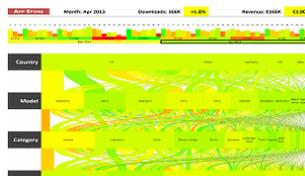
I **INTERNEED** AT **LEHMAN BROTHERS** IN TOKYO IN 2000, LAUNCHING THEIR, their eBond offering, the first online bond market.

I **HOLD BOTH GOLD MEDALS** FROM **IIM BANGALORE** FOR 2001, (BEST student and all-rounder) both gold medals from Vidya Mandir in 1992.

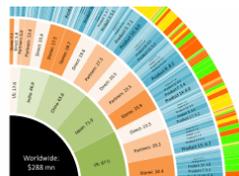
SOME OF OUR WORK AT GRAMENER



Comparing Heineken's and Budweiser's marketing effectiveness on Social Media during the US Open



Identifying the root cause of growth / shrinkage in downloads from a mobile app store



A visual drill-down into the sales performance of an FMCG major by channel, product and geography



Recruiting developers by analysing the social network of Github (a Facebook for geeks)

Experience

Gramener Technologies, Bangalore
11 years as *Chief Data Scientist / CEO*

Gates Foundation
Applied Materials
Microsoft
Novartis
Airbus
Bosch
Pepsi
Coke
Intel
P&G
NTT

A few clients

Infosys Consulting Inc., London
7 years as an *IT consultant*

Royal Bank of Scotland
Cambridge University
Lehman Brothers
The Guardian
Tesco.com
Citigroup
GMAC
CFS

A few clients

The Boston Consulting Group, Mumbai
4 years as a *management consultant*

Aditya Birla Group
Bank of India
ICICI Bank
Steelcase
Oracle
IBM
SAP

A few clients

Lehman Brothers, Tokyo
Two months as an *intern*
Lehman's eBond platform
B2B e-commerce analysis

IBM Global Services, Bangalore
3 years as a *software engineer*
1998 IBM Way award winner

Education

London Business School, London
2000, MBA, Exchange Programme

Indian Institute of Management, Bangalore
2001, MBA, 1st Rank. Best all-rounder

Indian Institute of Technology, Madras
1996, B.Tech, Chemical Engineering

Vidya Mandir High School, Mylapore, Madras
1992, 1st Rank, Best all-rounder, President