

Nitin Anand

nanand78@aol.com | (510) 676-0309 | nitinanand.com
<https://www.linkedin.com/in/nitinanand78/>

Summary

- Industry technology leader reimagining and reinventing the ways of working for fortune 500 companies to grow business capabilities through digital sales, software platforms, and services.
- Skilled in building sustainable business partnerships with CXOs, senior leadership, and building alliances to drive core enterprise goals from concept to completion and free up working capital.
- Experience heading innovation led growth and GTM strategies for various segments across hi-tech, manufacturing, consumer goods, retail, healthcare, semiconductors, distribution, and supply chain.
- Impressive background implementing programs, building, and mentoring next generation global teams, designing, developing and delivering innovative software, pioneering applications with AI first engineering, Intelligent Process Orchestration, Analytics, MDM, CMS, B2B, and other digital transformation initiatives.
- Adept at managing P&L, operating margins, and driving revenue targets.

Experience

AVP, Client Relationship, Digital Transformation, and Business Development | Genpact | Aug 2021 – Present

- Trusted Data, Tech, AI leader establishing relationships with Hi-tech, Manufacturing, Service, Media sector clients to architect Digital Transformation value propositions for engineering, package implementations, internal IP (Cora), workflow orchestration, SaaS platforms, ServiceNow, HighRadius, Blackline, Anaplan, Salesforce, Celonis, RPA, process mining, GoogleCloud, service integration, and surrounding technology offerings.
- Owning responsibility over tech services within the \$120m+ Google relationship, aggressively scaling business capabilities in North America, UK, EMEA, and APAC regions with consulting engagements in Google Cloud, Corp Engineering, Supply Chain, Financial Planning & Analysis, and Customer Care.
- Cultivating digital-led innovation and ideation to enable cutting-edge emerging technology implementations and processes improvements to solve complex business problems.
- Driving sales cycles through RFIs, RFPs, RFRs, proactive bids, envisioning sessions, assessments, account management, and SOW construction.
- Exceeding revenue targets, maintaining forecasts, and crafting pricing models increase profitability.
- Manage and develop pipeline, mining, farming, and hunting activities to identify opportunities in defined key accounts such as Wesco, Lam, Intel, Hilton, Zoox, Disney, CDK, Dentsu, Sony Playstation, and others.
- Heading strategic commercial ops, delivery strategy / governance, and track project performance against goals.
- Establishing performance management and development goals, recruitment, compliance, while promoting a dynamic culture of curiosity, incisiveness, courage, and integrity.

Group Senior Manager, Apple, Hi-Tech and Manufacturing Growth | Infosys | Mar 2018 – Jul 2021

- Business anchor for Apple's Corporate Finance Global Data Center \$30m+ portfolio with responsibility over the HR, Finance, and Enterprise Applications' growth, delivery, staffing agility, operational excellence, end-to-end products and promoting services to enhance streamline business functions.
- Leading technology services and consulting to execute strategies for digital transformation from engineering to knowledge management, business process management, and application development.
- Focused on mining opportunities, volume / revenue growth through farming, crafting RFPs, preparing SOWs, dealing with escalations, per-capita cost, attrition, and handling business sales projections.
- Heading proposal, sizing, road mapping, through execution and providing state-of-the-art, high-quality solutions focused on the customer's business needs.
- Overseeing an account of 200+ innovators across the globe, industries, and technologies.
- Building and managing teams, gathering requirements, producing UX wireframes, creative direction, scheduling assignments, monitoring and reviewing deliverables to ensure successful implementation.
- Core member who is mentoring the team in the culture of learning through reskilling, where teamwork and collaboration are encouraged, excellence is rewarded, and diversity is respected and valued.

Director, Digital Sales & Operations Planning | Southern Glazer's CA | Sep 2015 – Mar 2018

- Spearheaded S&OP, covering \$4+ billion in annual sales forecasts, grew business, and optimized inventory 6% saving the company over \$300 million.
- Responsible for KPI's, P&L, restructuring, and insights for customer facing account executives, finance, operations, and partners including Diageo, Constellation, Suntory Beam, Pernod, Treasury, and more.
- Deployed online eCommerce digital platform strategy to manage all aspects of commercial sales planning, budgets, and demand-based forecasting with E2Open, JDA, SAP, and TMC integration.

- Directed consumer trend analysis for a broad range of retail giants including Costco, Walmart, Trader Joe's, Target, Albertsons, Smart & Final, Total Wine & More, Chili's, CVS, and more.
- Utilized best practices to build UX for comprehensive reporting.

Director, Master Data & Creative Services | Southern Wine & Spirits | Nov 2000 – Aug 2015

- Oversaw digital strategy, design, development, and UX on web, sales, mobile, dashboards, and business applications for the largest alcohol distributor in North America which brings in \$15+ billion annually.
- Grew B2B/eCommerce channel business from \$14k to \$70+ million annually within 3 years.
- Laid foundation for multimillion-dollar MDM, NIR, EDW, and DAM systems to serve online sales and goals.
- Created architecture for Topaz, a sales force order entry software which brought in \$20 million/day.
- Headed strategic advisory groups for master data, reporting, web, and process management.
- Formed design and development teams, managed partners, vendors, and internal divisions on initiatives including omni-channel marketing campaigns, intranet, and product lifecycle management.

Digital Media & Design Consultant | NitinAnand.com | Freelance

- Crafted designs, new media solutions, and digital marketing strategies for organizations.
- Managed external business partnerships with global resources and clients. Responsible for full P&L, business development proposals, SOW, business requirements, and creative copy.
- Collaborated with product managers to develop visionary interactive concepts and strategy for online advertising campaigns ranging from responsive applications, to touch screen kiosks, and print media.
- Created intuitive UI/UX interactive and omni-channel solutions for various brands: The Marketing Arm (Bacardi, Grey Goose, HP, Walmart, State Farm, Tostitos, AT&T, Bath & Body Works, Nintendo, Willy Wonka, JCPenney, Monster, NFL, Dallas Cowboys, Bank of America, Victoria Secret Pink), M&H Uniforms, Tippet Studio, Stadium of the Future (MLB A's, Cisco), RingCentral, 5th Finger's Joseph A. Bank Tuxedo app and GlaxoSmithKline's app, ZScaler cloud security dashboards and app design, Chrysler, Jeep, Qualcomm, Sprint POCs.

Multimedia Instructor | Platt College | Feb 2000 – Dec 2000

- Managed design and construction of new web curriculum to help create portfolios for students which prepared them for better career opportunities.
- Instructed students in the Adobe Suite (Flash ActionScript, Photoshop, Dreamweaver, Director), Sound Edit, FTP, and HTML, CSS, JavaScript. Taught Principles of design, work, user-interface, and web design.

Volunteer

Advisory Council Member | California State University East Bay | Aug 2021 – Present

- Member of the Transformative Leadership in Disruptive Times Education Advisory Council.
- Created "The Anand Family Award" (scholarship) to help students secure an education.
- Preserving and enhancing the quality of programs through a strategic review of credit and noncredit offerings to the community, as well as helping to build value to the business community. Offering expert guidance to faculty and students through classroom visits, conferences, and input on programs. Promoting the goal of linking industry with academia to help ensure that it is relevant and benefits the business community in partnership with ZSchool.

Education

BA Multimedia & Design

California State University, Hayward (East Bay)

Certifications: UiPath Sales and Pre-Sales RPA | eCornell: Becoming a Powerful Leader | Harvard Business: Manage Mentor, Customer Focus, and Leveraging Your Networks | Lean Six Sigma Green Belt | Google Badges

Skills: Business Development, Account Management, GTM Strategies, Sales, Budgeting, P&L, RPA, IBPM, Automation, Project / Product / Program Management, MS Office Suite, GoogleCloud, Omniplan, KPI, Agile, Scrum, Waterfall, SDLC, Process Management, UI / UX (Adobe Photoshop, Invision, Sketch, Balsamiq, Wireframing, Angular, React, HTML5, CSS3, JavaScript, iOS, Swift), S&OP (E2Open, SAP, AS400, Kinaxis, JDA), Development (Java, Spring, Oracle, Mongo), Analytics (Google Analytics, WebTrends, Business Objects, Tableau, A/B Testing), Systems (MDM, Drupal, DNN, SharePoint, SEO/M), Art (Illustrations, Sculpting, Design). Background in building retail & restaurants, designing, developing, and consulting. **Fluent in English, Hindi, with some Spanish and Punjabi**

References **Available upon request.**