ROBERT SMITH

Associate Principal

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Performance-focused IT professional (BE+MBA) with a career reflecting 18+ years of experience in Program Management, Delivery Management, and People Management. A keen planner and strategist, skillful in devising plans and strategies aimed at ensuring continuous growth on existing in-house and client accounts, as well as expanding the client list for the organization.

MAY 2012 – AUGUST 2014

ASSOCIATE PRINCIPAL - ABC CORPORATION

- Managing Sales and Marketing Programs Worked on clients strategic initiatives across Sales Call Planning, Incentive Compensation, Alignment, Master Data Management to optimize and automate their current Sales Planning and Execution process.
- Managed Business Intelligence & Data warehousing Projects leveraging Cognizant Data warehouse, Consulting, and Analytics Horizontals.
- Managed Program P/L, Internal, and External IT and Business Stakeholders relationship, Weekly Status Reporting, Tracking resource utilization, and Governance.
- Managing Web-based and iPad compatible Call Planning Adjustment Applications and processes.
- Managed this project to automate and optimize the existing Sales Crediting process.
- Managed In house Process to generate Business rules-driven Physician Territory.
- Managed In house process to generate, Business rules-driven, Best addresses for physicians where the Reps can detail a Product.

2007 – 2012

ASSOCIATE PRINCIPAL - DELTA CORPORATION

- Job Role Heading iTrak (In-house developed Platform for end to end Analytical Reporting Solution) Centre of Excellence Carrying out P&L, budgeting, planning, costing and Operations.
- Lead a team of 50 associates involving Managers, Project Leaders, Business Analysts & Developers.
- Facilitating strategic inputs for product roadmap including competitor analysis, writing business case, demand forecasting and cost benefit analysis.
- Supporting On-shore team for Business Development, Proposals, RFP, Presentations, Case studies and Marketing collaterals.
- Tracking as well as executing the project plans; handling the allocation as well as management of resources.
- Interfacing between sales and marketing team and the development team for

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product design, development as well as deliveries.

- Key Highlights Handled $3m project to deliver fully outsourced, hosted on Cloud, Web based Dash boarding of KPIs and Analytical Standard and Adhoc Reports integrating information from various pharma data sources into a data warehouse.

EDUCATION

Senior Management Program in Strategic Management - 2009(Indian Institute of Management (IIM) Calcutta, India - Calcutta, IN)

SKILLS

Program Manager, Delivery Manager.