

Anjali Roy

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STRATEGY CONSULTANT

Consultant at Capgemini Invent with 2+ years driving data-backed transformations. Delivered €170K+ in impact through benchmarking, and 5+ tailored RFPs (€120K+); led a 4-member team on India go-to-market strategy and won the 'Ace of Invent' award in 2024

KEY COMPETENCIES

Corporate & growth strategy
go-to-market strategy
competitor benchmarking

Proposal/RFP management
Primary & secondary research
Business Intelligence and Reporting

Data-driven storytelling & reporting
AI and Emerging Technologies
Stakeholder/C-suite engagement

PROFESSIONAL EXPERIENCE

Strategy Consultant, Capgemini

August 2023 - Present

Corporate Strategy

- Managed **end-to-end project operations** for **10+ key North Central Europe** region Capgemini accounts across diverse sectors
- Led a team of **4 associates** in developing **proactive pitch decks** and discussion documents on **strategic transformation** for **50+** high priority prospective clients in **India market**, enabling targeted outreach
- Recognized with Capgemini's '**Ace of Invent**' award in **FY'24** for excellence in project execution and client delivery
- Designed decks for actionable strategy frameworks, assessing industry challenges for **50+ Northern Central Europe clients**
- Coordinated with **stakeholders** to ensure accurate **data collection and analysis** resulting in precise project deliverables
- Developed **10+ PowerBI dashboards** used for **monitoring operations & reporting** effectively aligning with project objectives

Sustainable business Strategy

- Conducted **Sustainability maturity assessments** for 6+ clients in manufacturing, automotive, banking and retail sectors
- Created **5+ customized RFP responses**, delivering **sustainability strategies** that converted **€120K+ revenue**
- Sustainability Reporting project for a Multi-national Furniture Producer:** Assisted in competitive benchmarking, developing sustainability metrics, KPIs, conducting materiality assessment and co-compiling ESG report
- Curated internal **thought leadership assets: 22 newsletters, 8 articles, 4 POVs, & 6 white papers** on emerging industry topics

Capgemini research institute

- Co-authored research paper**, "[*Consumer experience in automotive 2024*](#)"; Framed hypothesis, led data analysis for two global surveys involving 10,000+ consumers and 600 executives, translated findings into actionable insights on customer experience transformation, conducted interviews with C-suite executives & industry leaders, authored the final paper
- Contributed in research papers – "[*Harnessing the value of Gen AI*](#)", "[*CFT 9 – \[Gen\]er\[AI\]ting the future*](#)", "[*Developing a sustainable gen AI*](#)", "[*Customer service transformation*](#)", "[*The on-demand tech paradox*](#)"
- Conducted secondary research: Analysed industry reports, academic journals, case studies, & market analyses
- Analyzed large data sets using Excel and PowerBI to identify trends for generating strategic insights for the research papers

Blue Medix

Apr 2022 - May 2022

Business Analyst Intern

- Led project to conduct primary market research among 500+ customers of Blue Medix retail chain; determine consumer behavior
- Analysed financial data for annual sales of 60+ retail stores to provide insights to marketing team for revenue generating projects
- Proposed a long-term pricing strategy recommendation based on competitive pricing to maximize next sales for Blue Medix labs

PROJECTS

Steel Industry Evaluation

April '21

- Conducted a detailed study of Tata Steel's sales and distribution channel and its management capabilities
- Researched & Analyzed existing distribution system of company with respect to incumbent players in industry

Data Analysis and Forecast on Chennai water Crisis, Statistical Methods

Sept '19

- Organised data to implement time series forecasting of over 15 years of rainfall & reservoir levels in Chennai
- Used R to run ARIMA model & fit regression line on data to derive conclusions for Chennai's water level crisis

EDUCATION

Masters of Business Administration

2021 - 2023

- Indian Institute of Management (IIM), Indore
- Placed in top 10 percentile in following electives: Mergers and acquisitions, Product management and new product development, Sociology of organizations, Services marketing, and Consumer neuroscience and neuromarketing
- Salesforce Case Competition Campus Finalist; 2nd position across campus
- Media Core, Utsaha'21; Led junior team in creating content across digital and print platforms

Bachelor of Arts, Foundations of Management

2018 - 2021

- Indian Institute of Management (IIM), Indore
- Placed in top 10 percentile in following electives: Presentation Skills, Understanding Indian Market, & Microeconomics