Aakash Divanji

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Strategy and analytics professional in the perpetual search for Ikigai. Proven track record of driving business impact by a mix of entrepreneurial spirit, scrappy analytics and impeccable organization; and catalyzing teams through listening and transparency.

Work | What I have done

Business Analytics Manager – Menlo Therapeutics Inc.

Bridgewater, NJ | Jul 2019 – Present

| Leadership

- Effected 2.5x expected performance at launch through comprehensive **sales operations design** aimed to target and incentivize new business
- **Predictive Analytics Infrastructure**: set up cloud data warehousing apparatus optimized for distilling large data into manageable insights to inform sales, marketing, and business development
  Data spans 6+ years of longitudinal data from 10+ integrated sources
- **Vendor Management**: leveraged external vendors to maintain a lean team with efficient output. Contracts estimated at $1M+.

Manager (Analytics) – KMK Consulting, Inc.

Morristown, NJ | Jul 2015 – Jul 2019

| Leadership

- Developed excellent **people management** skills by successfully leading teams and managing multiple clients. Personally **mentored** 15 associates on domain knowledge, critical thinking, and analytical and presentation skills.
- **Business development:** Created RFPs and full spectrum assessments and presented proposals to customers. Set up companywide systems to share knowledge and assimilate expertise for capabilities development.
- Set up new hire framework, training programs and learning tools for continuous improvement

| Marketing Science and Sales Operations Analytics

- **A/B Testing:** designed models to create effective test and control groups and assess promotion impact on a $5M market
- **Targeting Analyses:** Designed and built models to identify key targets that align with corporate strategy – reduced brand's **target audience** to 2/3rd original size, thereby improving **sales operations** ROI by 50%
- Saved up to $5M for a launch product by designing **ROI models** to evaluate promotion response and better estimate **sales force size**
- Designed **compensation models** that increased rep satisfaction by improving equity and transparency for a sales force of ~300 reps and a $700M (annual) product
- Created a streamlined **forecasting** process to make predictions for a $700M/yr product that achieved >95% accuracy for 9 quarters in a row

Business Analyst Intern – RitikaaWood

Mumbai, India | Dec 2011 – Feb 2012

| Consulting and Application Development

- Supported a 100% growth rate in the $2m business in 12 months by developing a Quick Estimation Tool (QET), thereby improving the front-line sales quotation process from 3 days to 15 mins.

Skills and Tools | My expertise

Product Launch Strategy Data Architecture
Business Modeling Vendor Management
Segmentation Targeting Forecasting
Regression Predictive Analytics
ROI Analyses Statistical Modeling
Dashboard Design Mentorship
Excel SAS SQL Tableau Power BI
VBA KPI Definition A/B Testing

Education | Where I learned my skills

Cornell University, Ithaca, NY
Master of Engineering in Engineering Management, CGPA: 3.6
May 2015

University of Mumbai, Mumbai, India
Bachelor of Engineering in Computer Engineering, CGPA: 3.7
Jun 2014

Notable Projects | Notables

Healthcare System Design to Tackle Ebola in Liberia, an Engineering Management Team Project
Simulated spread of the disease and identified optimal distribution strategy of medical packets

Sustainable House Building Program Volunteer, Auroville, India
Collaborated with a 22-member team to design and build homes for the local community within a $1,200 budget

White Paper
Capturing Promotion Response using Panel Analysis – Morristown, NJ – 2018

Interests | When I'm not working

Yoga – aspiring Ashtangi
Travel freak and walking tour enthusiast
Hiking – aspiring Adirondack 46er
Skiing – I take thee, Mt. Snow
Voracious audiobook and podcast devourer