Resume   K.V.Anantha Padmanabha

+91-9591534551   **kv_padmanabha@yahoo.com**

Senior Manager with 20+ years of experience in Providing Solutions, Consulting, Statistical Modeling, Analytics, E-Business Analytics, Business Development, Freelancer, Training (Methodology and Software), Pre-Sales and Technical Support.

Summary:

- A dynamic statistical analyst with over 20 years of rich experience in Statistical Analysis using different tools like R, SPSS, SYSTAT, MINITAB, SAS and SigmaStat.
- Highly competent in understanding Pre-Sales cycle & hands-on experience in Sales and Marketing Processes
- Proven ability in providing pricing analysis, technical guidance and solutions for Business development
- Maintaining deadlines for meeting sales goals and overall quality of service
- Rich experience of training Academic Institutions, Government Agencies, MNC's(Corporates), and Defense Research Establishments in diverse verticals
- Expertise in delivering solutions that meet customer objectives related to business though product centric presentations and sales
- Experience in handling client engagements & communications
- Expertise in Statistical Modeling and Multivariate Analytical Techniques
- Expertise in providing Statistical Consulting to various esteemed organizations

Core Competencies:	- Product Management - Statistical/Data Analysis - Predictive Modeling - Big Data - Web Analytics	- Fraud Analytics - Pricing Analytics - Market Research - Training (Methodology & Software)	- Delivery - Pre-Sales - Marketing - Business Development

Statistical Techniques:	- Linear regression - Logistic regression - Non-Linear Regression - Design of Experiment - Categorical data analysis - Machine Learning	- Hypothesis testing - ANOVA - Repeated Measure - MANOVA - Statistical Quality Control - Text Mining	- Factor analysis - Conjoint Analysis - Discriminant Analysis - Cluster analysis - Time series analysis - Decision Tree - Neural Networks

Software's:	- R - SPSS - MINITAB	- SYSTAT - SigmaStat - SigmaPlot	- TableCurve 2D - TableCurve 3D - SAS - SAP HANA

Professional Experience:

Dec 2014 – Present Bangalore	**Analytics Solution Consultant, Data Scientist & Corporate Trainer** - Statistical Consultant for some of the major organizations and Students projects. - Freelancing for SPSS and R software's. - Training (Methodology and Software)

	• Performed analyses such as Descriptive Statistics, Regression Analysis, Logistic Regression, ANOVA, MANOVA, ANCOVA, Time Series, Categorical Analysis, Factor Analyses, Cluster Analysis, Data Mining, Decision Tree, Neural Network and Text Analytics.
May 2014 – Nov 2014 Marlabs Software Pvt. Ltd. Bangalore	**Senior Manager - Analytics** Analytics professional with wide experience and strong technical skills. Experienced developer of analytic solutions for e-business, multi-channel marketing and sales strategy. Vast experience in business reporting and statistical analysis. Managing a small team focused primarily on customer research and analytic applications of behavioral data including online product recommendations, customer segmentation.
Oct 2010 – Jan 2014 TCS Bangalore	**Senior Delivery Manager** Managed large teams & customers, anchoring key customer relationships from Offshore. Played a key role in delivery of the projects, technical guidance in technical/ functional area for high end analytics. • End to end project execution and delivery responsibilities in Onsite-Offshore process model. Creating process flows and offshore/onsite liaison & management • Assisted Information Security team to identify fraud detection mechanism for 40 member account. • Development of Revenue and Cost Analysis Tool for KPO team (Objective was to aid managers and senior management to estimate revenue expected, total cost on Manpower, Non-manpower & Infrastructure and Gross Margin. With this, management could take the decision on cost reduction and concentrate on revenue generation). • To compile reports on SLA targets and achievements; to obtain customer feedback and have satisfaction levels measured. • Spearheaded development of Workforce Optimization Model for TCS KPO, thereby increasing workforce utilization (Salient feature - to estimate its future workforce requirements and arrive at the numbers, nature and sources of potential employees who could meet the demand. Effective workforce planning helps councils identify and plan the way to tackle their current and future workforce challenges and priorities. It provides an informed basis for developing an effective workforce strategy) • Ensuring high Customer satisfaction thru flawless project delivery and maintaining regular touch points with customers by participating in meetings/calls
May 2004 – Sep 2010 Cranes Software International Ltd. Bangalore	**Product Manager** Providing assistance, support and Problem resolution to 1000+ user communities for Statistical Products in APAC Region including Product Presentation and Product Training.

	• Managing 5+ member technical support team for Statistical Products, Resolving 100% of over 6,500 technical queries in six years
	• Liaise with Sales and Marketing Team providing Product and Business support for Pre-Sales activities, with product presentations for over 1500 clients
	• Promoted as Product Manager in 2007 and shouldered responsibility for Business Development (BD) of SYSTAT, SigmaPlot, TableCurve 2D & 3D.
	• Created Case Studies, Application Notes and Whitepapers with more than 30 publications to credit.
	• Key member for client facing role including understanding of customer requirements and providing customized product solutions with product presentation and training resulting in revenue generation to the tune of 6 crore rupees
	• Prepared and presented product presentations for statistical products in a broad spectrum of fields including Medical Research, Agricultural Research, Market Research and Engineering with a sales conversion rate of 50%.
	• Pioneered the project to convert the "No sales" to "Sales" in the company and contributed for increase in year on year sales through innovative marketing campaigns.
	• By performing pricing analysis for all Statistical Products in the product portfolio, was able to position the products more effectively to gain several new customers and increase the product sales and license sales.
	• Identifying prospective clients, doing feasibility studies and project scope, generating business from existing accounts for achieving consistent profitability
	• Responding to RFP's and RFI's by meeting deadlines and working with business development team to understand customers' needs.
Sep 1994 – May 2004 **Rallis Research Centre** **Bangalore**	**Research Officer (Statistics) and Deputy Head of EDP Division** Performing Statistical analysis on more than 300 projects (Pre-clinical studies) across the globe (US, UK, Germany, Japan, Australia and India) • Managing EDP (Electronic Data Processing) with several research assistants that were mentored to perform data analysis & reporting. • Spearheading the development of In-House Statistical Software which was a huge success enabling to save over 20 lakh rupees for the organization. • Managing the Automation of the Toxicological Studies, which in turn saved thousands of man-hours and in the process also avoided data impute errors (On-line data capturing, preparation of Appendices, Statistical analysis and Summary tables) which was highly recognized and appreciated by clientele • Conducting specialized tests such as Cochran Armitage linear trend test, and Peto's test and Life table analysis for Tumor incidences, through which it was possible to bring in several clientele and generate revenue upwards of 50 lakh rupees • Key member to Identifying the Statistical method section(s) of protocols and study reports. Authoring more than 25 Standard Operating Procedures (SOPs) for the company

Special Accomplishments:	• Distinction of being speaker in the following International Conferences Delivered notes for large audience of over 100+ members in over 5 conferences • "Quality Data Analysis using SYSTAT" in "*Recent Trends in Quality and Reliability for Total Business Excellence*", Department of IEM, MSRIT, Bangalore, from 21 July, 2008 – 1 August, 2008

	• "Application of Statistical methods in Pharmaceutical industry using SYSTAT" in "*A Practical introduction to Biopharmaceutics and Pharmacokinetics*", Pune, from 15-17, February, 2008.
	• "Applications of Statistics in Industry using SYSTAT" in "International Conference On Statistics & Its Applications In OR, Computer Science & Management/Life Sciences In Conjunction with the XXVII Annual Convention of Indian Society for Probability and Statistics (ISPS), Nagpur, from Jan 10-12, 2008.
	• "Statistical tools and their applications for manufacturing management using SYSTAT" in "Recent Trends In Manufacturing Management Systems", National Institute Of Technology, Tiruchirappalli, from 11-15, June 2007
	• "Statistical methods in Fisheries Research using SYSTAT" in "*International Symposium on New Fronties in Marine Natural Product Research (NFMNPR)*", National Institute of Oceanography, Goa, from 23 - 24 February 2007
	• **Conducted product Presentation/Training of products at following venues** Product presentations for esteemed universities, government and private organizations with over 500+ presentations to credit:
	• **Education Institutions:** AIIMS, TIFR, IISc, IIT(Delhi), IIT(Mumbai), IISER, NIT(Trichy), IIPS , Institute of Petroleum Management Gandhinagar.
	• **Government Organizations:** Ministry of Health, Biochemistry Department, New Delhi, Centre for Cellular and Molecular Biology(CCMB), Central Rice Research Institute (CRRI), Central Leather Research Institute (CLRI), Central Marine Fisheries Research Institute (CMFRI), National Chemical Laboratory (NCL), Central Institute of Fisheries Education (CIFE).
	• **Corporates:** Reliance Industries Limited, Biocon, Wipro Technologies, Monsanto Research Centre, Apollo Hospital Chennai, Avesthagen Limited, Haffkine Biopharmaceutical Corporation Ltd, JK Tyres, Oracle Financial Services Software Limited, Ernst & Young(E&Y), Citi Group and Natural Remedies, Biological E Limited, Haffkine Bio-Pharmaceutical Corporation Ltd, USV Ltd, Serum Institute of India etc.
	• **Defense Research Establishments:** DRDO, NAL, ISRO, Ministry of Defense

Education:	M.Sc (Statistics), 1993 Bangalore University, Bangalore

Personal Details:	Address: N0. 21, LIG II Stage, KHB Colony, Basaveshwar Nagar, Bangalore-560079 Contact No.: 080-23481342 Marital Status: Married