

# Nitin Anand

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## Summary

- Entrepreneurial tech leader, influencer, digital sales, and operations strategist reimagining and reinventing the ways of working for fortune 500 companies.
- Experienced in heading organizations through the full life cycle of hi-tech manufacturing, consumer goods, retail, healthcare, multimedia, and supply chain initiatives including world class B2B, B2C, eCommerce, S&OP, RPA, Intelligent Business Process Orchestration, Analytics, MDM, CMS, IOT, CX, design and marketing.
- Skilled in understanding businesses, defining requirements, and translating them from concept to completion.
- Proven track record directing and implementing projects with aggressive deployment schedules.
- Impressive background building, leading, and mentoring global teams, designing, developing and delivering innovative software, and pioneering applications for numerous industries to grow business.
- Adept at working cross-functionally, managing large programs, and P&L to produce quality results.

## Experience

### **Assistant Vice President, Digital Transformation | Genpact | Aug 2021 – Present**

- Trusted advisor establishing relationships with clients to architect Digital Transformation value propositions for software engineering, package implementations, workflow orchestration, SaaS, ServiceNow, HighRadius, Blackline, Anaplan, SalesForce, Celonis, Cora, RPA+, process mining, digital disruption, and related offerings.
- Proactively identifying and developing opportunities for digital solutions, automation, with a focus on domain-led products in prioritized consumer electronic, high-tech, cloud, and media publishing entertainment accounts.
- Collaborating to provide digital-led innovation and ideation to enable cutting-edge, ground-breaking, intelligent operation technologies to solve business problems using AI, ML, data, and analytics.
- Driving RFP's, proactive bids, envisioning sessions, assessments, account management, and sales cycles.
- Owning revenue, targets, forecasts, and pricing models for dedicated products to increase profitability.
- Manage and develop pipeline in key accounts, delivery strategy, heading strategic commercial operations.
- Provide delivery governance, review, 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.

### **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.

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

- Anchor for Apple's Corporate Finance Global Data Center Service Operations with responsibility over delivery, staffing agility, operational excellence, and the end-to-end portfolio of projects, handling products with an annual budget of \$20+ million and promoting services to expand business capabilities.
- Leading technology services and consulting to execute strategies for digital transformation from engineering to knowledge management, business process management, and application development.
- Focused on researching opportunities, volume / revenue growth through farming, crafting RFPs, preparing SOWs, dealing with escalations, per-capita cost, attrition, and handling business sales projections.
- Overseeing a team of 200+ innovators across the globe, industries, and technologies.
- Heading projects from initial proposal, sizing, road mapping, through execution and providing state-of-the-art, high-quality solutions focused on the customer's business needs.
- 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, BI 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.
- Designed and deployed web solutions including CMS, website, intranet, B2B high volume site, and video.

#### **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 some of the world's most recognized brands including The Marketing Arm (Bacardi, Grey Goose, HP, Walmart, State Farm, Tostitos, AT&T, Bath & Body Works, Nintendo, Radio Shack, YPMobile, Willy Wonka, JCPenney, Monster, NFL, Dallas Cowboys, Bank of America, Victoria Secret Pink), M&H Uniforms, Tippett Studio, Stadium of the Future (MLB, Oakland A's, Cisco), RingCentral, Merkle/5<sup>th</sup> Finger's Joseph A. Bank Tuxedo app and GlaxoSmithKline's app, ZScaler cloud security dashboards and app design, Chrysler, Jeep, Qualcomm, and 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.

#### **Education**

##### **BA Multimedia & Design**

California State University, Hayward (East Bay)

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

**Skills:** Technology Agnostic, RPA, IBPM, Automation, Project / Product / Program Management (MS Office Suite, Excel, Word, PowerPoint, Omniplan, KPI, Budgeting, P&L, Sales, Agile, Scrum, Waterfall, SDLC, Process Management), UI / UX (Photoshop, Dreamweaver, Invision, Sketch, Balsamiq, Wireframing, Angular, React), S&OP (E2Open, SAP, ERP, AS400, JDA), Development (Java, Spring, Oracle, Mongo, HTML5, CSS3, JavaScript, iOS, Swift), Analytics (Google Analytics, WebTrends, Business Objects, Tableau, A/B Testing), Systems (MDM, Drupal, DNN, SharePoint, SEO/M), Art (Illustrations, Storyboard, Sculpting, Interaction Design, Digital Rendering, Icon, Web, Identity, Mobile). Background in building retail & restaurant businesses, plus designing, developing, and consulting.

**Publications & Media:** Yahoo Finance for Item Reclassification MDM Cloud, Bit Business Issue 5 (Japanese Magazine), Tech Week Volume 3, Issue 15, and internal newsletters for Southern Wine & Spirits.

**Fluent in English, Hindi, with some Spanish and Punjabi**

References **Available upon request.**