



# Ananya Vats

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## Summary

Results-driven professional with cross-industry experience in analytics consulting and operational strategy. Proven at leading strategic initiatives, executing go-to-market plans, and improving processes with data-driven insights. Adept at stakeholder engagement, cross-functional team leadership, and solving complex business problems across high-impact client environments.

## Professional Experience

### Decision Analytics Associate Consultant | ZS Associates | Pune

- Offshore lead 10+ member team across 4 concurrent projects (>\$700K revenue), ensuring on-time delivery, client satisfaction, and stakeholder alignment
- Mentored 10+ associates, reducing onboarding time by 30% through structured training, personalized guidance, and scalable learning tools
- Spearheaded a novel marketing mix methodology tailored to CAR-T therapies (>\$600M brand), enabling more precise ROI attribution and unlocking \$250K+ in incremental SOWs
- Led GTM and adoption analysis for a launch brand, influencing a \$50M+ TV campaign pivot and increasing market share from 4% to 9.3%
- Conducted 25+ knowledge transfer sessions to help establish the client's Global Capability Center, supporting a \$120K consulting engagement

### Decision Analytics Associate | ZS Associates | Pune

- Optimized a \$450M promotional budget for an \$8B oncology brand, leading a team of 3 to enhance investment efficiency across touchpoints
- Spearheaded \$1.5B+ in marketing spend decisions for a Fortune 500 US pharma client using advanced analytics, presenting synthesized insights to the CXO suite
- Pioneered organization-wide use of classification models to analyse launch brand drivers, generating \$250K+ in follow-on project SOWs
- Improved team effectiveness by ~30% through a custom-built R-Shiny web app that automated exploratory data analysis and Marketing Mix Modelling
- Generated \$200K+ incremental topline by collaborating with 7+ cross-functional teams on analytics-led enhancement and process optimization initiatives

### Graduate Engineer Trainee | Kalyani TechnoForge Ltd. | Pune

- Enabled JIPM certification by aligning operations with TPM standards, showcasing quality excellence and audit-readiness to key stakeholders
- Reduced cycle time by 20% and rejection rates by 40% through workflow optimization and Poka Yoke implementation
- Improved equipment uptime by 25% by introducing predictive maintenance using OEE data to pre-empt breakdowns and plan resources better
- Awarded Employee of the Month twice in 6 months for leading impactful quality and efficiency initiatives on the shop floor

## Education

*B. Tech (Mechanical Engineering) – Vellore Institute of Technology, Chennai*

## Accomplishments

- Ranked in top 15% of peers across tenure at ZS, showcasing sustained high performance and strong problem-solving ability in high-stakes client environments
- Awarded 'Be My Star – Game Changer' twice during a high-attrition phase for ensuring project continuity, team stability, and client confidence
- Fast-tracked to Associate Consultant in 24 months by securing top-tier performance ratings across all cycles, demonstrating consistent strategic impact

## Certifications

Project Management – IIT Kanpur

Performance & Reward Management – IIT Kharagpur

## Extra-Curriculars

- Elected Sports Secretary (PGPX), leading all athletic initiatives for the Student Activity Council at IIM Ahmedabad
- Named Player of the Tournament among 78 teams at the SSN State-Level Intercollege Tournament; led team to championship victory
- Awarded Best Promising Athlete in first year of college, selected from a batch of over 2,500 students for all-round sports excellence