Anurag Hakeem

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Summary

Business and tech leader with 5.5 years' experience driving growth and profitability across digital strategy, product, and finance roles. Led cross-functional teams across Asia to launch new services, streamline operations, and scale innovation.

Professional Experience

Director - Finance & Partnerships | Adtomica | Gurgaon
- Spearheaded cost reduction initiatives across verticals by eliminating redundant services and enabling employee upskilling strategy to achieve cost reduction of 30%
- Devised go-to-market strategy for web development services in Asia-pacific region - led market sizing initiatives, performed benchmarking and evaluated investment required to launch the service to increase the overall revenue by 10%
- Headed business conversion program for tech vertical to onboard 3 new businesses, resulting in revenue of SG$50,000
- Led tax optimization initiatives with the accounting team in Singapore & India by streamlining bookkeeping process to reduce yearly non-taxable components to SG$1,000(95% reduction) and yearly ITR filing time to 3 weeks(40% reduction)

Web3 Creative Technologist | Moonvault Partners | Gurgaon
- Led a cross-functional global team of 20+ people to revamp the website and simplify the customer journey, resulting in 20% increase in user engagement

India Head & Creative Technologist | Adtomica | Gurgaon
- Founded the tech vertical and spearheaded projects to launch technology capabilities such as AR, AI chatbots, websites and mobile apps for multiple customers resulting in additional sales of SG$ 50,000(20% of total revenue)
- Designed operational processes for India and evaluated key KPIs to track and enhance project quality & employee satisfaction

Associate - Experience Technology | Publicis Sapient | Bangalore
- Developed AR capability for a leading American FMCG company to smoothen users' interaction with online products resulting in 25% improvement in average user session time
- Managed website codebases for a leading American FMCG company to enhance code coverage to 95% (from 88%)

Education

Bachelor In Engineering – *M S Ramaiah Institute of Technology, Bangalore | India*

Accomplishments

- Awarded Top Business Talent at Adtomica for generating maximum business & financial impact across Asia Pacific
- Earned fast-track promotion (9 months vs 14 months avg) at Adtomica for exceptional performance in establishing the India team within 6 months
- Runnerup (rank 2/100) at National Hackathon to develop a NFT based authentication for covid vaccine certificate
- Speaker at Publicis Sapient's Global XT Summit (5,000 attendees) - presented use-cases of Artificial Intelligence so as to improve customer experience for business growth
- Finalist (Rank 3/50 teams) in Spaient's global hackathon - built Augmented Reality capability to improve business impact
- Secured PPO (top 10% interns) at Publicis Sapient for developing an online tool to streamline internal HR onboarding

Certifications

- Product Management, Great Learning
- Data-driven Decision Making, PwC
- Financial Analysis Fundamentals, Corporate Finance Institute® (CFI)
- Lean Six Sigma Green Belt, KPMG

Extra-Curriculars

- Conceptualized growth plan to scale yearly revenue by 10x for an Edtech Firm during a consulting fellowship program
- Authored an internationally published paper on forensic suicidal inquiry of depressed individuals using machine learning
- Spearheaded the IIMA Speaker Series as Coordinator, facilitating interactive sessions with top CEOs/CXOs to connect classroom theory with real-world industry practices
- Volunteered at National Service Scheme to conduct blood donation drives & educate unprivileged kids in Bangalore