



# Anusha Vuyyuru

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## Summary

Business Strategy professional with 8 years of experience in driving GTM strategy, growth and customer success. Proven track-record in scaling client engagements, developing agentic AI solutions, partnering on CXO-led strategic initiatives, and leading cross-functional teams across global markets.

## Professional Experience

### Delivery Lead | Acuity Analytics | Gurgaon

Feb 2023 – Dec 2025

- Led customer delivery teams for 3 private equity accounts, overseeing project pipelines, client governance, resource allocation, delivery quality, and team development.
- Scaled a key PE client engagement from 4 FTEs in the UK to 14 FTEs across the US, UK, Berlin, and Singapore, driving 2.5× billable growth in two years while delivering 35–40% efficiency gains for the client.
- Drove product-enhancement initiatives for Acuity's proprietary Agentic AI platform serving Private Equity clients, strengthening the firm's positioning as a tech-enabled analytics provider.
- Supported Private Equity firms on investment opportunities across Healthcare, Technology, and Business Services through commercial due diligence support, market sizing, competitive landscape analysis, and identification of add-on M&A targets.
- Collaborated on converting 4 pilot projects with new PE accounts into long-term contracts.

### Manager | Genpact | Remote (UK)

Nov 2020 – Jan 2023

- Founding team member of Genpact's Private Equity Practice, working with Chief Growth Officer to refine its strategic focus.
- Owned GTM strategic planning and execution for the PE Practice, generating an avg. of 20 new deal opportunities annually.
- Supported the growth of annual sales pipeline from ~\$550m to ~1.4bn in value and annual bookings from ~\$65m to ~\$170m in value over a span of 2 years.
- Built a successful business case for setting up a new M&A/carve-out service line by assessing market need, defining market size, and evaluating its potential synergies for Genpact.
- Established cross-functional governance between the PE practice and business leaders across Healthcare, CPG, Retail, Insurance, and TMT to improve commercial and delivery efficiency.
- Standardized operating processes for the team and developed Board/CXO presentations for quarterly business reviews.

### Assistant Manager | Genpact | Gurgaon

Jul 2018 – Oct 2020

- Led GTM strategy for European Manufacturing segment in collaboration with onsite sales team.
- Brought 2 new client logos into the pipeline and generated \$143M in opportunity inflows, achieving ~2× the 2019 target.
- Supported ~\$1B in annual pipeline deals through structured account planning initiatives.
- Drove a 20%+ improvement in win rates for the Europe Manufacturing segment through warm outreach campaigns, buyer persona mapping, industry trend analysis, and competitive benchmarking.
- Identified 100 high-growth TMT target accounts aligned with Genpact's offerings as part of the "Clients of the Future" project.

## Education

Post Grad Diploma in Liberal Studies (YIF) – Ashoka University | India

Bachelor of Technology – IIT Chennai | India

## Accomplishments and Awards

- Received Most Valuable Player (MVP) Award, Acuity Analytics, 2024, for exceptional performance.
- Won 3rd place in the 2021 international hackathon organized by UN Innovation Lab for achieving SDGs.
- Received Spotlight Award, Genpact, 2021, for proactive initiatives to identify post-COVID client value propositions.
- Received Individual Extra-Miler Award, Genpact, 2020, for exceptional performance.
- Received Spotlight Award, Genpact, 2019, for exceptional performance in building account plans for top 20 target clients.

## Co-curricular

- Building an Agentic AI decision-intelligence platform to simulate strategic and operational interventions for revenue growth and EBITDA optimization in SMEs –in collaboration with Simon C. Jenkins, former Senior Partner at EY and PhD Scholar at Henley Business School.
- Conducted speaker sessions and Young-CEO pitch competition at IIMA, as part of Entrepreneurship and VC club (EntreVC).
- Ideated and organized a national conference with prominent social entrepreneurs to explore the challenges of scaling social-sector initiatives, in partnership with India Fellow Social Leadership Program.