



Deeksha

E-Mail: x26deeksha@iima.ac.in Mobile: +917355302510 LinkedIn: www.linkedin.com/in/deeksha2309

Summary

AI and digital transformation consulting professional with 4.5+ years at BCG, serving as embedded subject-matter expert supporting case teams across global clients on GenAI and technology strategy engagements. Contributed to translating complex AI/tech capabilities into business-ready insights and knowledge assets for senior stakeholders. Strong foundation in market intelligence, research, stakeholder management, and bridging technology and business priorities to inform decision-making.

Professional Experience

Analyst | Boston Consulting Group | Bengaluru

- Enhanced **customer experience** and **revenue growth strategy** for a **leading UCaaS provider** by identifying 10+ prioritized GenAI use cases through peer benchmarking and expert interviews, informing a phased AI roadmap.
- Enabled **IT cost optimization** for a global bank by assessing technology-function maturity across six capability areas and **analysing 20+ leading practices**, recommending operating model improvements to **reduce technology costs by ~10%**.
- Assessed **digital and AI capabilities** for a leading **European bank** by benchmarking **AI maturity across 36 dimensions**, identifying **12 capability gaps** to inform its AI transformation roadmap from Emerging to Scaling maturity.
- Identified cost optimization opportunities and assess enterprise AI investments for a **leading CRDMO** by evaluating 80+ AI opportunities, recommending 4 high-impact use cases projected to generate ₹30 Cr+ savings in Discovery and ₹50 Cr+ savings in CMC operations.
- Enabled an **80% reduction in Order-to-Cash processing time** and **20-25% productivity improvement** for a leading IT services provider by identifying 20+ high-impact GenAI opportunities across Risk & Compliance and Marketing value chains
- Built a **GPT-powered onboarding assistant** consolidating four onboarding workstreams, **reducing onboarding time by 25% and manual support by 30–40%**.
- Mentored and onboarded** five new team members, delivering structured capability-building across Generative AI, Digital Transformation, and Technology Strategy.
- Served as **APAC Point of Contact for GenAI**, supporting **40+ AI cases and proposals** through benchmarking, use-case development, and client-ready knowledge assets.
- Strengthened BCG's **GenAI knowledge repository** by curating 50+ industry-specific use cases and reusable research assets.
- Built & managed BCG's World Class Technology Function repository, curating **50+ frameworks & case assets** across 8 industries.

Associate | Boston Consulting Group | Bengaluru

- Improved public safety and urban mobility planning for a religious city by benchmarking digital initiatives across **10 cities** and **4 religious destinations**, identifying smart-city best practices to support **20% crime reduction** and **traffic decongestion**.
- Enhanced merchandising, supply chain efficiency, and customer experience for a diversified Asia-based retail group by developing an AI strategy, evaluating **40+ AI use cases** across **4 retail functions**, and prioritizing high-impact initiatives.
- Strengthened **AI investment strategy** for a leading APAC airport by synthesizing **20+ BCG credentials** to identify high-impact transformation opportunities.
- Generated strategic insights on global CBDC adoption by analyzing **80+ countries**, identifying key implementation trends and adoption drivers.
- Enabled **customer service transformation** for a South Asian telecom provider by benchmarking **conversational AI solutions** and informing chatbot design, contributing to 30% in-chat issue resolution, 90.2 SUS, 80% reduction in contact volume, and 50%+ faster issue resolution.

Education

Bachelor of Technology – *Vellore Institute of Technology* | India

Accomplishments and Awards

- Selected as 1 of 26 women engineers from South Asia to represent India at the inaugural World Bank WePOWER Regional Conference in Kathmandu.
- Awarded the Rising Star Award at BCG for rapidly building expertise across 8+ technology topics and consistently delivering a 100% quality score within six months.
- Received the Everyday Hero Award at BCG for effectively managing multiple stakeholders and driving impact across five additional technology domains.
- Awarded the Quality Champion Award for consistently delivering high-quality outcomes, demonstrating strong stakeholder management, and maintaining an average 98% quality score.

License & Certifications

Pre MBA Statistics

Excel Skills for Business: Advanced

Co/Extra-curricular

- Serving as Vertical Head - Consulting, PGPM 2026-27 Placement Committee, leading consulting recruitment efforts for the 21st batch of IIM Ahmedabad's flagship one-year full-time MBA programme.
- Led a 20-member Marketing & Registration team for TechnoVIT, coordinating promotions across 50+ events with 800+ participants.
- Managed a 10-member team as Office Bearer, IEEE Women in Engineering, organizing 5+ professional development events.
- Co-led a 5-member organizing team for IEEE Day, coordinating 10+ events attended by 200+ participants.