



Rahul Krishna

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Summary

Strategy consultant with 5+ years of experience driving growth and transformation initiatives for global technology companies. Advised CXOs and private equity investors on growth strategy, go-to-market strategy, market entry, market positioning, and investment thesis development. Led delivery of global client engagements worth \$1.8M+, serving global enterprises.

Professional Experience

Project Lead II | Zinnov Management Consulting | Bengaluru, India

- **Market Positioning Strategy:** Led a 5-member consulting team in repositioning a \$500M PE-backed technology firm into an Enterprise AI Transformation partner by owning market analysis, competitive benchmarking, and service portfolio design, targeting a ~\$30B addressable market
- **Market Entry & Business Incubation:** Led a 4-member consulting team in developing the market entry strategy for a \$3B Indian conglomerate's AI-native engineering services venture, owning market analysis, positioning & value proposition, and service portfolio design as part of a 5-year growth plan targeting a \$150M revenue run-rate
- **Procurement Strategy:** Served as Engagement Manager for a 2+ year procurement & vendor strategy engagement with a \$50B semiconductor company, leading vendor portfolio optimization and sourcing strategy across a \$1B+ engineering services outsourcing portfolio spanning 50+ service providers.

Project Lead I | Zinnov Management Consulting | Bengaluru, India

- **IPO Strategy & Industry Assessment:** Led a 3-member consulting team in developing the Industry Report and Market Positioning assessment for the ₹3,043 Cr IPO of a \$600M automotive-focused technology firm, collaborating with investment banks, legal advisors, and client CXOs; contributed to an IPO that was 69× oversubscribed and delivered a 163% listing gain
- **Inorganic Growth & M&A Strategy:** Led a 4-member consulting team supporting a \$20B technology firm's entry into semiconductor engineering services by developing an investment thesis, evaluating 50 acquisition targets, and shortlisting 10 strategic acquisition candidates
- **GTM Strategy:** Supported a \$2B technology firm in developing the growth strategy for its Big Tech business, targeting revenue expansion from \$80–90M to \$150M over six quarters, by owning market assessment, competitive benchmarking, and account GTM strategy

Consultant | Zinnov Management Consulting | Bengaluru, India

- **Commercial Due Diligence:** Supported a \$50B AUM global private equity investor in evaluating a \$200M technology firm, owning market assessment and competitive benchmarking to support investment decision-making
- **Growth Strategy & GTM:** Supported a \$2B technology firm in developing the growth strategy for its Automotive business, identifying a \$20B addressable opportunity through market sizing, competitive benchmarking, and account prioritization

Analyst – Business Consulting | Ernst & Young | Bengaluru, India

- **Awarded a Pre-Placement Offer (PPO)** following a 6-month internship at EY; selected among 10 interns from a cohort of 50+ and subsequently offered a 4-month internship extension, one of only 5 interns to receive the opportunity
- **Business Transformation & Analytics:** Supported the redesign of IT Service Management processes for a global FMCG company, developing Power BI dashboards and management reporting solutions that reduced manual reporting effort by ~70% and application downtime by ~30%
- **Technology Risk & Process Optimization:** Supported technology risk assessments for a global banking client and vendor optimization initiatives during COVID-19, contributing to compliance with banking control frameworks and ~25% cost and labor savings

Education

B.Tech (M.E) – PES University, Bengaluru | India

Accomplishments and Awards

- **Best Paper Award** at the International Conference on Marketing (MARKCON) for *Millennial State of Mind: Testing Perceptual Factors of Aspirational Luxury Products among Urban Millennials in India*
- **Fast-tracked career progression** at Zinnov, earning multiple **Zinnovator Awards** (Best Performer of the Quarter) and promoted from **Consultant I to Project Lead II within 3.5 years**, among the fastest in the organization's history

- Recipient of multiple **Outstanding Achiever** (top 5 employees annually) and **Team Excellence** (top team quarterly) awards; consistently ranked in the **top 5 percentile** with "Exceeds Expectations" and "Outstanding Achievement" performance ratings.
- Led delivery of **global client engagements worth \$1.8M+** across the **US, India, Japan, and Germany**, while authoring thought leadership that generated **\$500K+ in consulting revenue** within **three quarters**.

Co/Extra-curricular

- **Captained the PES University Football Team**, leading the team to championship titles across multiple national inter-university tournaments.
- Played as a **midfielder and captain of BTM FC**, competing in the **Karnataka State Football Association (KSFA) A Division League**.
- Secured **State Rank 1** in the **Junior Mridangam Examination** conducted by the **Karnataka Secondary Education Board**.