

# Prakirti Prakhar

Product strategist and marketer with an MBA and Engineering background, and experience across India and France.

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## Experience

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### India Infrastructure Publishing (Division: Global Transmission)

New Delhi, India

MANAGER, INTERNATIONAL PRODUCTS

Nov 2020 - Sep 2023

- Led organisation of 20 premier conferences in global markets, primarily US and Europe; exceeded revenue goals by ~12% YoY
- Drove marketing for clean energy conferences - Green Hydrogen and Offshore Wind; tripling LinkedIn followers in 2 years.
- Conducted comprehensive post-event analyses, boosting Marketing and PR campaign effectiveness by 15%
- Liaised with clients across the sectors - government, industry, and academia; increasing flagship conference registrations by 30% annually
- Crafted impactful marketing collateral including white papers, sales decks, and battle cards; elevating client engagement by 16%
- Mentored and managed a 3-member team; doubling project handling capacity to 2 per member

### Newton's Apple

Patna, India

PRODUCER & MARKETING MANAGER

Mar 2020 - Oct 2020

- Produced over 100 YouTube videos, covering wide-ranging content for students preparing for Engineering Competitive Exams
- Designed digital marketing campaigns via Google Ads, Facebook, and Instagram to promote online classes

### Tronico

Saint-Philbert-de-Bouaine, France

MBA CONSULTING INTERN

Feb 2019 - Mar 2019

- Defined Tronico's go-to-market strategy to expand into French-speaking European Nations; helping reach the MedTech revenue target of €8.5 million by 2021
- Forecasted MedTech Industry's capabilities and mapped the medical devices market in Belgium, Luxembourg, and Switzerland; expanded the scope of the project by €1.2 million
- Analysed regulations, demographics, market competitiveness and supply chain logistics; proposed plan adopted by the organisation

### Code Magus Ltd. U.K.

Pune, India

ASSOCIATE CONSULTANT

Jul 2016 - Jul 2018

- Conceptualised software solutions for clients in the banking industry; received client appreciation for relevance and prompt support
- Decreased manual intervention in corporate payment systems for a leading South African bank through effective data-mapping; saved up to 4 working days per month

### Aon Hewitt

Noida, India

ANALYST

Sep 2014 - Jul 2016

- Promoted within 13 months due to strong performance; ahead of schedule by 5 months
- Implemented 'Annual Enrolment' of 3 Fortune 500 clients, Aon's largest revenue-generating project
- Automated SAS based reports and collaborated with cross-functional teams to deliver critical services; reduced turn-around time by ~20%

## Education

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### Audencia Business School

MBA

- Awarded 50% Tuition Fee Scholarship (2nd highest scholarship)
- Concentrations: New Product Development, Innovation, and Consulting
- Live project: Redesigned Marketing Strategy for expansion of Moulin Roty's UK Business
- Live project: Conceptualised a new product line for Chooka, a France based beverage company

*Nantes, France*

*Aug 2018 - Nov 2019*

### Politecnico di Milano

MBA STUDENT EXCHANGE PROGRAM

- Presented an international joint-venture case study to an audience of 100+ attendees

*Milan, Italy*

*Feb & Apr 2019*

### DGI, Gr. Noida, India (Affiliated to UPTU, India)

BACHELOR OF TECHNOLOGY, COMPUTER SCIENCE & ENGINEERING

*Greater Noida, India*

*Aug 2010 - Jul 2014*

## Skills

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### Management

- Market Research & Analysis
- New Product Development
- Key Account Management

### Technical

- Tableau
- SAS
- Data Analysis: Google Analytics
- Prezi

## Interests

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### Ninad

VOLUNTEER

- Volunteering to promote Indian Classical Music and Dance

*Patna, India*

*Sep 2017 - Present*

## Languages spoken

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- English - Bilingual
- Hindi - Native