

ANSHUMAN SHARMA

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PROFILE SUMMARY

Management Consulting Analyst at Accenture Strategy & Consulting with overall 3.9 years of experience driving strategy, digital transformation, and operational efficiency for financial services clients. Proven ability to identify and capitalize on market opportunities, develop and execute robust product roadmaps, and foster strong cross-functional collaboration. Adept at data-driven decision making, strategic planning, and translating complex business requirements into innovative and user-centric solutions.

Core Competencies

Business Acumen, Problem Solving Approach, Product Strategy, Product Launch, Product Life Cycle Management, Stakeholder Management, Market Research, Product Analytics, Digital Transformation, Product Roadmap, Agile Methodologies, Strategic Thinking, Project Management, Critical thinking, CRM, Finacle, Jira, Figma, & UAT testing.

WORK EXPERIENCE

Management Consulting Analyst, Accenture Strategy & Consulting, Bangalore

Jan'26 - Till Date

- Led structured problem-solving and hypothesis-driven analysis to deliver strategic recommendations for clients in the financial services domain, **improving decision-making efficiency**.
- Collaborated with **cross-functional stakeholders and senior client leadership to align business objectives**, ensuring seamless execution of consulting deliverables.
- Developed insight-driven presentations and executive **dashboards** by synthesizing large datasets into actionable business narratives for CXO-level decision-making.
- Conducted **in-depth market research, competitive benchmarking**, and industry analysis within the payments/banking ecosystem to support strategic transformation initiatives.
- Worked on practice initiatives including **RFP, Case study & POV**.
- Identified operational inefficiencies and contributed to **process optimization initiatives**, enhancing business performance and driving measurable impact across client engagements.

Specialist (Manager - Products), Ujjivan Small Finance Bank, Bangalore

June 2022 – Dec'25

- Led the development and execution of transformative **product vision** that resulted in increased **customer retention** by 11% through the launch of customer centric banking products.
- Streamlined customer **digital onboarding process** for the savings account customers.
- Spearheaded the end-to-end **product lifecycle** of new banking product such as safe deposit lockers, corporate salary & consultant from initial concept development to successful **market launch**.
- Responsible for identifying opportunities across liabilities business and **product upscaling**.
- Worked closely with development teams to review enhancement requests for **strategic value**.
- Developed a comprehensive **product vision and strategy** on rewards program based on in-depth understanding of customer needs, market trends, and competitive landscape.
- Effectively communicated product vision & strategy to **cross-functional teams & stakeholders** maintaining alignment and driving consensus on **key priorities**.
- Streamlined the entire customer onboarding process (manual & system) in the form of a **Standard Operating Procedure**.
- Formulated strategies for the **promotion and launch of products**, as well as for training field staff on the new product.
- Closely worked with various stakeholders to identify the **product gaps** and meet the **regulatory requirements**.
- Increased customer retention of savings account customers by 14% through product feature enhancements.
- Implemented digital RM module channel to improve customer issue tracking, complain monitoring and effective communication.
- Developed strategies for product promotion, launch, and **training** for assigned products.
- Collaborated with IT team and performed end-to-end **UAT testing** before deployment of the product in production environment.

INTERNSHIP/PROJECTS

Digital Marketing Strategist Intern, Nine Gap (USA), Delhi

Aug 2021 – Sep 2021

- Closely worked with the marketing department in carrying out on-page and off-page optimization and understanding the photography industry and their metrics.
- Worked on anchor text and building website internal and external links.
- Achieved up to 60% reduction in page load times contributing to an improved SEO performance
- Utilizing Google webmaster tools and google analytics to continually monitor campaign performance.

Operations Intern, Airport Authority of India, Delhi

Apr 2021 – May 2021

- Closely worked on project scheduling and Terminal management under the guidance of AGM Operations.
- Collaborated with various cross functional department such slot allocation, operations, and Planning department in understanding key metrics such as airport congestion and customer satisfaction to improve the efficiency of Airports.
- Analyzed airport congestion and slot allocation and recommended airport master plan to reduce airport congestion.

EDUCATION

PGDM, Marketing & Operations SDM Institute for Management Development, Mysore	2.56/4.0	Apr-2022
BBA, Marketing & Finance GLA University, Mathura	7.71/10	Apr-2019
12th Std Subash Inter College, UP	67.4%	Mar-2015
10th Std Sunbeam School Lahartara, UP	7.6/10	Mar-2012

SKILLS & CERTIFICATIONS

- Reinvention with Agentic AI, Accenture (2026)
- Google AI professional Certificate, Google (2026)
- Product Management Professional Certificate, Aha! (2025)
- Product Management: Product Analytics for Decision Making, Udemy (2024)
- Agile Project Management Professional Certificate, Atlassian (2025)
- Lean Six Sigma green belt Certification, KPMG (2022)
- Digital Media and Marketing Strategies, University of Illinois Urbana-Champaign (2020)
- Digital Transformation, BCG (2020)

AWARDS, HOBBIES AND EXTRA CURRICULAR ACTIVITIES

- MD/CEO Recognition - Best performer in technological impact in Q1 for making documents storage automated. (2024)
- Corporate Sports Championship - Achieved 1st rank in chess tournament 2023 & 2024.
- Part of Global Enterprise Experience competition organized by Victoria University of Wellington. (2018)
- Achieved 2nd Rank in State International Open Rating Chess Championship. (2014)
- Travelling, Watching Tennis, Playing Chess and Exploring.

LANGUAGES KNOWN

- English (Advanced) and Hindi (Advanced)