

## Summary

- Talented entrepreneurial executive leader who gets digital technology solutions done right.
- Over 18 years of experience in strategic initiatives and the full life cycle of various hi-tech, distribution, and manufacturing clients including world class B2B, B2C, eCommerce, S&OP, sales, analytics, master data, web, mobile, UI, UX, visual design, marketing, and CMS solutions.
- Skilled in gathering requirements from stakeholders and translating them from concept to completion.
- Proven track record directing and implementing multiple projects with aggressive deployment schedules.
- Impressive background building, leading, and mentoring global teams, designing, developing and delivering innovative software, and pioneering solutions for numerous industries to grow business.
- Adept at working cross-functionally, managing large programs, and P&L to produce quality results.

## Experience

### **Senior Manager, Apple | Infosys Ltd. | Mar 2018 – Present**

- Responsible for end-to-end portfolio of projects and products for Apple.
- Leading technology services and consulting to help execute strategies for digital transformation from engineering to knowledge management, business process management, and application development.
- Overseeing large team of offshore innovators across the globe, industries, and technologies.
- Heading projects from initial proposal, sizing, road mapping, through execution and providing a customer focused approach with state-of-the-art high-quality solutions focused on the client's business needs.
- Building and managing team, gathering requirements, producing UX wireframes, creative direction, scheduling assignments, monitoring and reviewing deliverables to ensure successful implementation.
- Core member who is mentoring the team in the culture of learning, where teamwork and collaboration are encouraged, excellence is rewarded, and diversity is respected and valued.

### **Director, Digital Sales & Operations Planning | Southern Glazer's CA | Sep 2015 – Mar 2018**

- Spearheaded S&OP, ran \$4+ billion in annual sales forecasts, grew business, and optimized inventory 6%.
- Responsible for KPI's, P&L, restructuring, and insights for customer facing account executives, finance, operations, and partners including Diageo, Constellation, Suntory Beam, Pernod, and more.
- Deployed online eCommerce digital platform strategy to manage all aspects of commercial sales planning, budgets, and demand-based forecasting with E2Open, JDA, SAP, and TMC integration.
- Directed forecasting using consumer trend analysis for a broad range of retail giants including Costco, Walmart, Trader Joe's, Target, Albertsons, Smart & Final, Total Wine & More, Chili's, CVS, and more.
- Utilized best practices to build UX for comprehensive reporting.

### **Director, Master Data & Creative Services | Southern Wine & Spirits | Nov 2000 – Aug 2015**

- Oversaw digital strategy, design, development, and UX on web, sales, mobile, BI dashboards, and business applications for the largest alcohol distributor in North America which brings in \$15+ billion annually.
- Laid foundation for multimillion dollar MDM, EDW, and DAM systems to serve online sales and goals.
- Grew B2B/eCommerce channel business from \$14k to \$70+ million annually within 3 years.
- Created architecture for Topaz, a sales force order entry software which brings in \$20 million/day.
- Headed strategic advisory groups for master data, reporting, web, and process management.
- Built design and development teams, managed partners, vendors, and internal divisions on initiatives including omni-channel marketing campaigns, intranet, and product lifecycle management.
- Designed and deployed web solutions including CMS, public website, intranet, B2B high volume commercial site, and video presentations.

### **Digital Media & Design Consultant | NitinAnand.com | Freelance**

- Crafted designs, new media solutions, and digital marketing strategies for organizations. Managed external business partnerships with global resources and clients. Responsible for full P&L, business development proposals, SOW, business requirements, and creative copy. Collaborated with product managers to develop visionary interactive concepts and strategy for online advertising campaigns ranging from responsive applications, to touch screen kiosks, and print media: [NANAND78.com](http://NANAND78.com).
- **The Marketing Arm / ipsh!:** Created intuitive UI/UX interactive and omni-channel marketing solutions for some of the world's most recognized brands including Bacardi, Grey Goose, HP, Walmart, State Farm,

Tostitos, AT&T, Bath & Body Works, Nintendo, Radio Shack, YPMobile, Willy Wonka, JCPenney, Monster, NFL, Dallas Cowboys, Bank of America, Victoria Secret Pink.

- **M&H Uniforms:** Designed responsive eCommerce [website](#) and branding for manufacturer that creates professional attire for: AirTran, Southwest, FedEx, Delta, US Airways, United Airlines, and more.
- **DDX Media:** Developed the edRover eCommerce app that offered an image driven shopping technique to Amazon.com with proceeds and donations going to help schools.
- **Tippett Studio:** Partnered with Media Elements to create UI/UX and rich interactive CMS for the effects company responsible for: Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, etc.
- **MLB, Oakland A's, Cisco:** Crafted Flash design, UI/UX, script and Omniture tracking for this project outsourced by Heartwood Studios: [Major League Baseballs A's Stadium of the Future](#).
- **Merkle/5<sup>th</sup> Finger:** Constructed Joseph A. Bank Build a Tuxedo iPhone App and GlaxoSmithKline's app.
- **ZScaler:** Created cloud security admin dashboards, wire frames, and application design.
- **Omega Mobile:** Developed prototypes for Chrysler, Jeep, Qualcomm, and Sprint apps.
- **Ring Central:** Designed email newsletter templates, branding, and some dashboards.

#### **Multimedia Instructor | Platt College | Feb 2000 – Dec 2000**

- Managed design and construction of new web curriculum to help create portfolios for students in order to prepare them for better career opportunities.
- Instructed students in the Adobe Suite (Flash, Photoshop, Dreamweaver, Director), Sound Edit, FTP, and scripting. Taught Principles of design, work, user-interface, and web design.

#### **Education**

##### **BA Multimedia & Design**

California State University, Hayward (East Bay)

#### **Technical Aptitude**

##### **Applications, Development, & Technology**

Technology Agnostic, Steel Wedge, AS400, JDA, Adobe Suite (Photoshop, Dreamweaver, etc.), MS Office (Excel, Word, etc.), WebTrends, Visual Source Safe, Business Objects, Invision, Sketch, Balsamiq, Google Analytics, S&OP, MDM, CMS, CSS3, HTML5, Drupal, DNN, Share Point, JavaScript, ActionScript, SEO/M, Web 2.0+, SAP, SDLC, Digital Illustrations, UI, UX, Wireframing, Storyboard, Art, Sculpting, Process Management, Interaction Design, Digital Rendering, Icon, Web, Identity, Mobile, A/B Testing, KPI, Budget, P&L, Sales, Business, Agile, Scrum

##### **Background in building Retail & Restaurant businesses and designing/developing in the .Com industry**

**Certification:** Lean Six Sigma Green Belt

**Publications & Media:** Yahoo Finance for Item Reclassification MDM Cloud, Bit Business Issue 5 (Japanese Magazine), Tech Week Volume 3, Issue 15, and internal newsletters for Southern Wine & Spirits.

**Fluent in English, Hindi, with some Spanish and Punjabi,**

References **Available upon request.**