

Bianca Desai

Website: <https://biancadesai.com>

PROFESSIONAL EXPERIENCE

Accenture – Chicago, IL

April 2024 – *Current*

Senior Analyst

- Led a 3-week Train-the-Trainer program for 50+ global CMI users, delivering 21 live Kinaxis demos and facilitating daily Q&A sessions to refine demand planning processes across 19 regions for the entire Cummins' Aftermarket Parts business
- Managed an offshore resource to co-develop and deploy 5 days of customized training content, ensuring alignment with client-specific scenarios and regional readiness. Iterated in revision sessions with the client to implement CMI-specific nuances.
- Designed and maintained 25+ Demand Planning use cases to guide client solution design; supported 4 cross-functional design workshops and participated in 5 Agile sprints to bridge business needs and tool capabilities while also supporting Demand in the UAT and EUT phases
- Built and governed a baseline KPI tracker covering 7 core metrics across Demand and Supply Planning; partnered with 8 business data owners to collect inputs and visualize outcomes & synthesized findings into executive-ready materials for Cummins' MRG leadership group

Uline – Pleasant Prairie, WI

October 2023 – March 2024

Marketing Associate

- Oversaw the anti-static and cleanroom product categories, contributing to a total sales of approximately \$100 million, through inventory management, diligent sourcing, copy analysis, product testing, quality and customer-experience assessments.
- Successfully negotiated cost reductions with product suppliers, resulting in significant savings totaling over \$300,000.
- Spearheaded product expansion by creating catalog mockups, sales projections, and analyzing market growth, similar product sales, and sourcing feasibility to strategically assess the potential impact and alignment with our product line.
- Assessed profitability for over 80 product types at Uline, optimizing catalogs and introducing new products for efficient use of space. Crafted mockups to showcase strategic additions, amplifying overall performance with a customer-centric approach.

Hallmark Cards, Inc. – Kansas City, MO

May 2022 – August 2022

Business and Marketing Intern

- Conducted market tours at assigned brands to create a executive summary of pricing, process, and paper testing specifications
- Detailed the digital landscape to gain insights on opportunities for improving the full consumer experience and creating a more frictionless shopping experience (site experience, navigation, storytelling, marketing (trad + social), etc.)

Magna Exteriors – Troy, MI

May 2021 – August 2021

Marketing and Communications Intern

- Researched, organized, and created content for various corporate information to update marketing assets and presentations
- Promoted Exteriors events, customer shows, and internal meetings by facilitating event planning, product branding, and internal/external communication pipeline along with creating a social media campaign for Exteriors' products
- Created video testimonials using a qualitative consumer sentiment platform and presented overall findings to interested parties

Katch Media – Woodside, CA

September 2020 – January 2021

Media Genome Analyst Intern

- Performed data analysis on film and cinematography elements to draw a connection between the datasets and user preferences
- Coded data into the Media Genome and evaluated strategies in the process of driving decisions in entertainment production

Networked with top entertainment business industry leaders through media focus groups and speaker sessions

EDUCATION & HONORS

Indiana University, Kelley School of Business - Bloomington, IN

May 2023

Bachelor of Science in Business

GPA: 3.70/4.00

Major(s): Business Analytics, Marketing **Minor:** Film Production

- **Business of Producing Motion Pictures** – Winning team against five other teams in an entertainment industry competition to pitch a unique piece of intellectual property to Michael Uslan, producer of the Batman films
- **Retail Workshop** – Selected by faculty as 1 of 25 students to participate in an in-depth program created to fuel understanding of the retail industry through team collaborations, case studies, and interactions with retail industry leaders
- **Asian American Studies Physical Distancing Creativity Showcase** – Achieved recognition for artwork and poem that addressed the theme of Asian Americans, Pacific Islanders, and COVID-19

EXTRACURRICULAR INVOLVEMENT

Adapt Consulting - Bloomington, IN

February 2020 – May 2023

President

- Spearheaded communications in a 56-member organization by managing member data, coordinating guest speaker presentations, connecting with ADAPT alumni, sending updates regarding policies, applications, and meeting objectives
- Oversaw 5 internal project teams along with creating concrete protocols to facilitate club engagement and retention of members

Luddy School of Informatics, Computing, and Engineering – Bloomington, IN

September 2020 – May 2022

CEWIT Undergraduate Research Assistant

- Selected as one of 77 out of 304 to research Marvel comic book data and content through JavaScript Object Notation, XML, and Tropy

SKILLS AND INTERESTS

The Third Door

| Art – Pointillism

| Film Analysis

| Screenwriting

| Swimming