

## AMIT KUMAR

2<sup>nd</sup> year Ph.D. student at IIM Ahmedabad

Ahmedabad, Gujarat-380015

Male, 36

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### Research Interest

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Artificial Intelligence & Data Science, Digital Transformation in Action

### Education

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- Indian Institute of Management, Ahmedabad **2020-current**  
*Ph.D. in Information Systems area*
- Indian Institute of Management, Lucknow **2012-2014**  
*Post-Graduate Diploma in Management with MIS & Marketing specialization*
- Cochin University of Science & Technology **2003-2007**  
*Bachelor of Technology in Computer Science & Engineering*

### Work Experience

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- Steel Authority of India Limited, Bokaro Steel City **2019-2020**  
*Retail Marketing Officer*
  - Responsible for **annual revenue generation of Rs. 180 Crores** approx. (Individual Contribution), **annual sales of 36,000 MT of TMT** from the 2 distributor clusters of Bihar & Jharkhand.
  - Responsible for sales of TMT (Long Product) in the two states of **Bihar & Jharkhand** (Individual Contribution)
  - Responsible for creation of more clusters in Bihar and Jharkhand
  - Allocating monthly revenue and sales targets for 2 Distributors and **151 Dealers**
  - **Customer reach programs** like Mason meets, Architectural meets, Gaon Ki Or, etc.
- Steel Authority of India Limited, Bokaro Steel City **2018-2019**  
*Assistant Key Account Manager*
  - Handling the complete portfolio of **key customers of Eastern Region** (Flat Products- HR Coils, PM Plates, etc.)
  - Responsible for **annual revenue of approx. Rs. 20,000 Crores** (Key Account team of 3 people), **annual sales of approx. 5,35,500 MT of steel** to the 7 key accounts of ER
  - MSR of demand forecast and material planning
  - Pricing and account settlement at the start of each month with each key account
  - Informing the customers regarding **material availability and plant dispatches** on a regular basis
  - Regular **customer interactions** at their premises
- Steel Authority of India Limited, Bokaro Steel City **2015-2018**  
*Product Executive*
  - Define product vision, strategy, and road map for sales of **PM Plates** at Bokaro within the territorial jurisdiction of **Jharkhand**
  - Amalgamating customer/market requirement with the production capability/capacity
  - Act as customer advocate articulating the buyers needs and as SAIL advocate explaining the company's offerings
  - Working closely with customers, market, production, support to maximize customer satisfaction
  - Gathering market leads and solving the market problems
  - Understanding competition and innovating ways and combat
  - Developing business case for new product and recommendation on pricing

- Twin Verticals Consultancy Pvt. Ltd., Ranchi 2014-2015  
*Co-founder*
  - Planning the marketing activities and reaching out for acquiring new customers
  - Handling the online presence of the company
  - Single point of contact for recruitment activities
- Virtusa Consulting, Chennai 2014-2014  
*Associate Manager, Delivery*
  - Managing a project (Internal Case Management System based on Java platform for Standard Chartered, iCDMS R2) **involving an 11-member team with overall responsibility of delivery**
  - Identification of project stakeholders and their responsibilities
  - Obtaining **Project sponsor approval & sign-off**
  - **Create project schedule** based on WBS, time and budget estimates
  - Development of resource, risk management and communication plan
  - Controlling and monitoring **project scope**, time, cost, quality and risk
  - Oversaw **product installations**, configurations and helped customers adopt & use the product
- Cisco Systems India Pvt. Ltd. 2007-2012  
*Software Engineer*
  - Development of the user interface for the WAAS Central Manager which can be used to configure and monitor up to 2000 WAN Optimization devices (WAEs)
  - **Resolving defects (Approx. 250 internal and 15 critical customer issues)**
  - Working on the development of cloud implementation of WAAS on Cisco UCS Servers
  - Managing WAE and UCS server **lab setup for WAAS UI team of around 30 people for 3 years**
  - Managing the on-boarding of the around 10 new joiners in the team
  - Secured '**Cisco Achievement Program**' award **6 times** for outstanding achievements at work
  - Awarded '**Cisco Star Award**' **3 times** for contribution to Cisco's WAAS product
  - Planned and executed deals worth over **\$1 millions** of devices for the Cisco lab setup

### Academic Achievements

- Awarded top 0.1% certificate of excellence by CBSE for securing 99% in mathematics in Xth class
- Received scholarship under National scholarship scheme from CBSE for excellent academics in Xth class
- Among top 5% students in a batch of 120 people in B.Tech. 4th and 5th semester
- Attained CCNA, SCJP & SCWCD certification for gaining expertise in Cisco lab activities and Java

### Workshops

- Google 2013  
*Among 2 people representing IIM Lucknow (34 selected from ~1200 of premiere B-Schools) in Get.Set.Online event, a 3 day **Digital Marketing Workshop***
- Team Building 2013  
***Attended 1 day Team Building workshop in IIM Lucknow coordinated by STEP Consulting***
- Strategic Negotiation 2013  
*Painted and sold a painting in the **Painting for a Cause event** for Uttarakhand relief work*