

# Sujana Suresh

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## PROFESSIONAL EXPERIENCE

### FedEx ACC

Project/ Process Analyst II - Corporate Strategy & Business Transformation

Hyderabad, IN  
Sep '24 - Present

- Brought brand strategy in-house by streamlining approvals and content workflows, cutting vendor costs by \$45K and aligning with ACC's global talent positioning
- Lead FedEx ACC's LinkedIn brand presence, managing content planning, brand/ legal approvals, engagement metrics and impact reporting to boost brand visibility
- Identified \$350K in potential savings by auditing demand forecast vs actuals and presenting insights to leadership for budget reallocations
- Created senior leadership decks translating hiring forecasts and budget trends into clear workforce strategies for SVP approval
- Prepared budget briefs, milestone reports and hiring forecasts to secure leadership buy-in for expansion plans

### DR Digital

Strategy Consultant - E-commerce Marketplace

Berlin, DE  
Dec '22 - Aug '24

- Led GTM strategy for a niche e-commerce marketplace, defining segments & growth levers that helped achieve \$1M annual revenue across DACH & France
- Refined positioning and pricing to improve product-market fit, boosting renewals by 20%
- Launched loyalty & referral strategies that added \$30K in revenue and strengthened CLTV
- Reduced time-to-market by 20% by aligning delivery roadmaps with customer insights and growth KPIs
- Advised founders on expansion roadmap, aligning product features with evolving market demand
- Coordinated cross-functional teams across marketing and product to align GTM execution with defined customer segments

### S M Enterprises

Associate Business Engineer

Bangalore, IN  
Aug '18 - Mar '20

- Led cross-functional teams of 25+ employees to digitize supply chain for a large-scale dealer program
- Drove a 25% business increase by cross-selling to 5k+ customers through a targeted product rollouts
- Expanded product support to 35 new locations growing market share by 50% and adding \$50K in revenue
- Managed vendor relationship overseeing contracts and financial execution for key supply partners

## INTERNSHIPS

### Jellysmack

Strategy & Operations Intern

Paris, FR  
May '22 - Nov '22

- Built revenue forecast models for high-value creator deals, building a \$7.5M multi-year pipeline
- Conducted desk research & competitor mapping to shape deal strategy and prioritise creator segments
- Consolidated creator workflows from multiple tools to an in-house app to handle large data, improving scale and saving \$200K annually
- Built dashboards & KPI frameworks that improved campaign performance visibility for 150+ digital creators
- Supported leadership with strategy decks on revenue trends, retention drivers and channel performance

### Schneider Electric

Junior Cybersecurity Project Manager Intern

Grenoble, FR  
Sep '21 - Mar '22

- Boosted project delivery rate by 25% through automation tracking and optimising resource allocation
- Facilitated CISO roundtables to align risk priorities and drive security governance for three global regions
- Built Power BI dashboards for risk reporting to senior leadership, improving visibility and audit readiness

## EDUCATION

### Grenoble Ecole de Management

Msc International Business

Paris, FR  
Aug '20 - Jul '23

- Thesis : Risk Management Strategies for Cybersecurity Project
- Led strategy and research projects for clients like L'Oréal & PwC at GEM Junior Conseil

### Visveswaraya Technological University

Bachelors of Mechanical Engineering

Bangalore, IN  
Aug '14 - Aug '18

- Graduated with First Class with Distinction degree and received 8 consecutive academic excellence trophies
- Led a 4 member team to design ABS for two-wheelers using Machine Learning concepts
- Completed industry experience with internships at HAL, BOSCH, and AUDI during my studies

## ADDITIONAL SKILLS & ACTIVITIES

- **Key Skills:** Business Strategy, Market Research, Competitor Benchmarking, Storytelling & Decks, CRM Flows
- **Certifications:** Certified SAFe® Product Owner/Product Manager, Certified SAFe® 6 Agilist
- **McKinsey Forward Program 2024**
- **Languages & IT Skills:** English (IELTS: 8), French (A2), German (A2); SQL, Notion, Power BI, Advanced Excel