

VEDANG R. VATSA

BE | MTech | MBA | Harvard Project Delegate | 10+ Publications

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WORK EXPERIENCE

KPMG - Consultant (Government Advisory) Sep 2019 - Present

Ministry of Electronics and Information Technology (MeitY)

- Research and analysis of the developments in the domain of Blockchain, IoT, FinTech, Digital Payments and other emerging technologies; Policy recommendations.
- Digital India projects: monitoring and consultation.

TRAVART INTERNATIONAL - Business Analyst May 2019 - Sep 2019

Analysis of sales data to model the current product (18% inc in CTR) & evaluate new market prospects.

STUDIO TESSERACT - IT Consultant/ Project Manager Apr 2015 - Aug 2017

- Lead a 25-member team of business development executives, designers and developers.
- Some of the clients include Jack Alison (screenwriter for 89th Annual Academy Awards (Oscars), VR Physio (Featured in 'The Times of Israel', 'News i24', 'Jewish Business News', 'Boston Business Journal', 'Bostinno', 'MedCity News', 'VentureFizz'), CPA+ Israel, Crush & Craft (IS&T Project Manager at Apple), Center for Science and Environment (New Delhi), etc.
- Data Analytics based MIS dashboards, data scraping, web apps, mobile apps, business analysis, etc.

EDUCATION

MBA - IIT Kanpur; MDP - IIM Indore 2017 - 2019

- Departmental Post Graduate Committee (DPGC) student representative for 100+ students
- Overall Coordinator: Impressions, Annual PG Cultural Festival (110% inc. in social media reach)
- Head of Marketing (Managed the sponsorship of 25 Lakhs); Co-Organized TedxIITKanpur (Converted 54 out of 151 companies for summer internship process -73% increment)
- Nominated for Dr. Shankar Dayal Sharma (President) Gold Medal at IIT Kanpur

B.E. + M.Tech (Computer Science & Engineering) 2009 - 2015

- Executive head of the Training and Placement Cell
- Member of the technical committee of college's Techno-Cultural Fest
- Published 3 manuscripts on IOT and HCI(Human Computer Interaction)

INTERNSHIPS & PROJECTS

ERNST & YOUNG - Intern (Corporate Tax Advisory) May 2018 - July 2018

- Base Erosion and Profit Shifting: India perspective and OECD's focus on action plans
- Delivered an intensive review and a formal report on BEPS that included the introduction and explanation of OECD BEPS action plan, impact on India and its perspective.

OMIDYAR NETWORK & HINDUSTAN PETROLEUM 2018

- Omidyar: Design strategy & creatives for startups in Civic Tech India 2018; Recommended by Director Investment
- HPCL: Sales analytics - Development of an analytics tool to monitor sales data.

DELL SERVICES - Intern May 2010 - Jul 2010

Worked on the development of an intranet web portal.

PUBLICATIONS

- Base erosion and profit shifting in multinational corporations in Theoretical & Applied Economics
- Growth of Digital Payments and the emergence of FinTech ecosystem in India (Under Review)
- A literature review on Internet of Things (IoT), in International Journal of Computer Systems
- Current Trends and Approaches of Network Intrusion Detection System in IJCSMC
- Case Study on Mobile Applications Industry in Imperial Journal of Interdisciplinary Research
- A Review on the Multi-Modal Biometric Systems in International Journal of Comp. Tech. & Applications
- Comparative Analysis of Coverage Schemes in WSN in Communications on Applied Electronics
- Security in Ubiquitous Computing: Location-Based Applications in National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)

ACHIEVEMENTS

- Developed a prototype model for a low-cost laptop and presented at Tryst, IIT-Delhi; reviewed by Kshitij Marwah (Head of MIT Media Labs, India) & Alberto Minetti (Nobel Laureate)
- Published **4 articles** and **10 manuscripts** in various national & international journals/ conferences.
- Winner: Hult Prize campus at IIT Kanpur (business model for social cause)
- **Harvard Project for Asian & International Relations**: Among 600 international delegates.
- Among **top 3** teams in India: Beat Plastic Hackathon by UP Pollution Control Board; Felicitated by Former Director of **Prime Minister's Office** and IFS officer.

SKILLS

Consulting

- IT solutions • Digital Strategy • Dashboards
- Portals • Analytics • Design and Interface
- User Experience • Product Management

Research & Analysis

- Data Analysis • Statistical Analysis • Business Intelligence
- Analytics dashboards • Regression

Technical

- Tableau • PowerBI • HTML/CSS • R • Excel

Graphics and UI

- Presentations • Web • Mobile • Wireframes and Mockups • Photoshop

Business Development

- Strategic Alliances • Growth Hacking
- Negotiations • Client Communication

CERTIFICATIONS

- **Marketing Analytics** from SIBM Pune
- Introduction to **Financial Management**
- **Photoshop**: Diploma in Computer Applications from MIIT
- **Tableau, Power BI**, Business Intelligence
- Enterprise **Design Thinking** Practitioner
- The Fundamentals of **Digital Marketing** by Google Digital Garage
- Writing **Ad copy**, Marketing copy

Common Management Aptitude Test (2015):
All India Rank - 553

VOLUNTEER

- Academe India Foundation (India Journalism Week)
- UN Volunteers
- Startup MasterClass
- LinkedIn Campus Editor
- Social Entrepreneurs & Enterprises
- Rotaract

RECOMMENDATIONS

- Director Investments, Omidyar Network
- Founder and CEO - CPA (Israel)
- Jack Alison (screenwriter for 89th Annual Academy Awards (Oscars))

OTHER INTERESTS

- Meditation
- Photography (7500+ Instagram followers)
- Adventure Sports (World's highest Canyon Swing and India's highest bungee jump; 7-day National Mountain Biking Expedition)
- Traveling (Traveled to 7 countries solo)
- Public Speaking (Open-mics, Esummit'17 - IITK and StartupMasterClass)