**ATUL VAID**

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**EXPERIENCED STRATEGY PROFESSIONAL**

**Growth Strategy, Business Planning & Performance Improvement**

Early realizing I had a natural ability for analysis and strategy development, I entered the consulting profession and have improved these innate abilities through years of hard work and practical experience.

Now as a seasoned strategy consultant with 25+ years of experience, I specialize in crafting strategies for both organic and inorganic growth. My career has revolved around spearheading cross-functional projects that drive strategically significant revenue streams and optimize operating models. My approach is rooted in aligning customer-driven opportunities with available enterprise-level resources, resulting in sustainable growth. One of my core strengths lies in my ability to initiate and build teams from the ground up, thriving in dynamic and unstructured environments.

Key Highlights

Global Consulting Expertise: I've honed my skills with prominent consulting firms in India, the Middle East, UK, and USA, gaining expertise in concept-based selling and complex delivery.

Data-Driven Decision-Making: Good in assimilating, utilizing, and presenting quantitative and qualitative data to tackle strategic and operational challenges.

**EXPERTISE**

**Technical**

Growth Strategy Development: Crafting strategies to drive growth.

Structured Business Planning: Creating organized and effective business plans.

Operating Models: Developing optimized operating models.

Feasibility Studies and Market Entry: Assessing market opportunities and entry strategies.

Change Initiatives: Implementing transformative change.

Organization Assessment and Organization Design: Evaluating and optimizing organizational structures.

**Business**

Senior Leadership Relationship-Building: Cultivating strong relationships with senior leadership.

Environmental Scanning and Assessment: In-depth environmental analysis.

New Initiatives Incubation and Stabilization: Nurturing and stabilizing new projects.

Executive Analysis and Executive Reporting: Providing strategic insights and reporting to executives.

Team Management and Coaching: Effective team leadership and development.

Program Management: Overseeing successful program execution.

**Soft Skills**

Problem-Solving: Tackling complex and ambiguous business challenges and giving effective solutions.

Quality Consciousness: Detail-oriented and objective-driven.

Communication: Explaining decisions/insights through strong written and verbal communication skills.

Teamwork: Collaborating with multiple stakeholders both technical and managerial

Adaptability: Quickly adapting to evolving techniques and technologies.

# EDUCATION/TRAINING

Course in Prompt Engineering for ChatGPT, 2023

Vanderbilt University, USA (online)

Master of Management Studies, 1990

Narsee Monjee Institute of Management Studies, University of Bombay, Maharashtra, INDIA

Bachelor of Engineering, 1988

Walchand Institute of Technology, University of Kolhapur, Maharashtra, INDIA

**PROFESSIONAL EXPERIENCE**

Strategic Consulting

As a seasoned **Advisory Consultant** with a track record of success since April 2016, I specialize in guiding organizations in strategic planning, refining operating models, and navigating transformative change. I have also ventured into the digital space by creating and marketing high-impact online strategy training courses.

Leadership and Engagement Management

During my tenure as a Senior Manager at **Accenture Strategy**, spanning from December 2007 to March 2016, I led and supported diverse engagements under both onsite and remote models. My extensive experience includes collaborating with clients in India, the USA, and Japan. I managed practice and multi-function teams, fostered strong relationships with senior internal and external stakeholders, and played pivotal roles such as Program Lead for the Market Development Innovations Program, Customer Strategy Practice Lead, Global Strategy practitioner, and offering International Nonprofit consulting support.

Marketing and Branding Expertise

As the Director of Marketing at **Trianz Inc.** between April 2005 and November 2007, I spearheaded branding and communications efforts across India, the US, and Japan. Notably, I established an offshore marketing support hub. Additionally, I led strategy consulting engagements in India, particularly for Japanese clients.

Entrepreneurship and Consulting

Founded **Claritus Consulting**. From October 2003 to March 2005, I embarked on a startup journey, conceiving an Online Skills Assessment & Hiring platform. Alongside this venture, I successfully delivered multiple short management consulting projects as secondary activities.

Strategic Initiatives

My role as Assistant Vice President at **GE Capital International Services** from March 2002 to September 2003 revolved around designing and implementing entry-level pre-hire skills testing programs and training curriculums. These initiatives were executed in collaboration with state government bodies, colleges, and private training organizations.

Multinational Consulting Leadership

During my time as a Senior Consultant at both **KPMG Middle East** (April 1999 – February 2002) and **PricewaterhouseCoopers India** (October 1994 – March 1999), I honed my expertise in business strategy and performance improvement across diverse industries and regions. In particular, I managed and delivered consulting engagements spanning the UAE, Oman, Bahrain, and India, focusing on strategy, planning, and feasibility assessments for sectors like government, real estate, retail development, hospitality, and FMCG.

Early Career

My early career, beginning at **Tata Consultancy Services** (August 1991 – September 1994), involved contributions to business strategy, organization development, and market assessments. As an Assistant Product Manager at RPG Enterprises (June 1990 – July 1991), I actively participated in a retail assessment team at **Spencers**, a group .company within RPG Enterprises.