

Deepak Nayak

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EDUCATION

PhD in Business Administration, Strategic Management (Admitted in 2018)	Fox School of Business, Temple University, USA
Global Masters in Business Administration, Product Management and Marketing, 2007 - 2008	SP Jain School of Global Management, Dubai – Singapore
Bachelor of Engineering, Metallurgical Engineering, 2000 - 2004	National Institute of Technology Karnataka, Surathkal, India

RESEARCH EXPERIENCE

Research Assistant to Dr. Ram Mudambi at Fox School of Business, Temple University starting August 2018.

Nayak D., Kelkar S. (2008). Industrial Marketing: Key Account Management to enhance customer profitability. Dissertation report submitted in partial fulfillment of the requirements of Global Masters in Business Administration (GMBA)

Nayak D., Karihaloo P., Swami A. (2007). Submitted a report on Marketing Strategies to increase the subscriptions to the print edition of The Financial Times in the Singapore education market in partial fulfillment of the requirements of Global Masters in Business Administration (GMBA)

Nayak D., Iqbal A., Fernandes A. (2004). Grain size modification of commercially pure Aluminum using chill molds. Research submitted in partial fulfillment of the requirements for Bachelor of Engineering Degree

RESEARCH INTERESTS

- Firm Strategies, Senior Management and Individual behaviors in Mergers and Acquisitions
- Strategic Management in Entrepreneurship.
- Electric Mobility: Market evolution, intellectual property and technology evolution and impacts of public policy.
- Industrial Marketing and B2B Pricing.

AWARDS AND MERITS

Strategic Management Department Award from 2018 – 2022 awarded by Fox School of Business, Temple University

Ammemba Subba Rao Pai Memorial Fund Merit scholarship from 2000 – 2004 while pursuing B.E at NITK, Surathkal

Ranked in the **top 1.5%** among students who took the Karnataka Common Entrance Test for admission to Engineering courses in the year 2000.

'Applause' for outstanding efforts leading to the convergence, development and implementation of a common Technical Cost Reduction process and platform for FCA (Fiat-Chrysler Automobiles) Group. Awarded by the Senior Director at FCA US LLC.

'Leading Change' certificate awarded by the FCA IT Application Manager for 'Acting quickly and decisively' in understanding, analyzing and providing to the point solution to help the FCA business arrive at an optimal volume mix prediction and thus cut costs.

'Leading Change' certificate awarded by the FCA IT Application Manager for 'Reach for Discontinuity' in conceptualizing, developing and delivering a system that helped modify a 30 year old system to improve Order Slotting and Sequencing.

'Certificate of Appreciation' from the two new hires at Tata Consultancy Services for being a guide, mentor and for motivating them to perform on the job in uncertain situations.

Nominated for the **'INSPIRE'** program at Tata Consultancy Services by the Head of my Department in 2015. This program is offered to 'High Potential' employees for grooming them to lead customer accounts as a Client Partner or business operations tracks within TCS.

'On The Spot Award' from the Global Head of my department at Tata Consultancy Services for helping build organizational process in responding to client '*Requests for Proposals*'

'Technical Excellence' Award from the Global Head of my department at Tata Consultancy Services for managing a stellar show at TCS CTO's Innovation Forum – an annual forum showcasing TCS' innovation in practice to CXO's from TCS clientele.

PROFESSIONAL EXPERIENCE

Tata Consultancy Services Limited, Detroit – USA (January 2012 – Till Date)

Senior Business Consultant – Manufacturing Industry Vertical

Awarded 'A' rating in the FY 2015-2016 Annual Performance Appraisal

Aqua Logistics Limited, Mumbai – India (February 2011 – December 2011)

Senior Manager – Product Management and Marketing

INSTA Exhibitions Private Limited, Mumbai – India (February 2010 – January 2011)

Manager – Product Development

Reliance Tech Services Private Limited, Mumbai – India (June 2008 – January 2010)

Manager - Business Consulting for Infrastructure Vertical

Awarded 'A' rating in the FY 2008-2009 Annual performance appraisal

Tata Motors Limited, Pune – India (July 2004 – June 2007)

Manager – Vehicle Assmsembly

ILLUSTRATIVE CORPORATE PROJECTS

Led the process convergence initiative for the aftermarket warehouses in Europe, USA, Mexico, Brazil, China, Australia and Japan for a global automaker formed due to acquisition of a Big Three US automaker by a leading Italian automaker.

Established the sourcing, Manufacturing and global Supply hub in India by transferring manufacturing process from entities acquired in Europe and the US for an Exhibition display manufacturer based in India.

Led the study and blueprinting of the Service Contracts business unit process in the Latin American market for a global automaker formed due to acquisition of a Big Three US automaker by a leading Italian automaker.

Designed the Global Business Analytics Strategy and Roadmap for an automotive Tier-1 supplier emerging out of Divestiture by a Big three US automaker.

Led a team of four software engineers to design processes and deliver an application to support the 'Global Technical Cost Reduction' for an automotive OEM leading to annual savings of \$25M from the Powertrain Engineering group. This success gained appreciations from the Vice President for Powertrain Engineering and prompted the Vehicle Engineering function to consider a similar tool for their function.

Led a team of three software engineers to design and deliver a 'Global Parts Release Stability' application that enables the manufacturing release managers to detect variations in upstream demand and apply suitable checks to the downstream part requirements thereby avoiding stock outs or excess inventory at the plant.

Streamlined the Requisition-To-Pay process for an Indian Telecom Major, emerging out of divestiture, enabling requisitions to specify critical parameters and shortlist options thereby cutting lead time for procurement. Introduced SLA based processes to ensure quicker throughput from the procurement.

CORPORATE WHITEPAPER AUTHORED

Nayak D., Adhwaryu A., Jandhyala S., Vajjala R., (2015) - **A strategic approach to panic free recalls.** This paper focused on helping manufacturers streamline product recalls management. We defined a framework that not only streamlines the process for handling recalls but also enables manufacturers to convert these incidences to opportunities to build customer loyalty and advocacy. In the proposed framework we discussed the use of communications and technology to open multi-channel conversations with the customers thus handholding them through the recall process. This paper was hosted on www.tcs.com from August 2015 till April 2017.