

Prerana Tirodkar

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Professional Experience

GREEN GEN PROJECT

Multichannel platform that leverages the power of communication, media & ephemeral marketing to shift behavior & accelerate sustainability ownership

Founder & Podcast Host, Producer

Present

A community of over 5,000 listeners, readers advocating for action & focusing on simplifying the understanding of sustainability to drive action

Swan Spotting for Volans Green Swan Observatory

Present

Under the guidance of John Elkington working on the swan spotting activity for India involving the identification of market shifts that will drive a regenerative future

CAPGEMINI

A French multicultural company of 270,000 team members, across 50 countries provides consulting, technology, professional, & outsourcing services.

Sustainability innovation expert | PRE-SALES EUROPE

May'19 - Feb'21

Responsible for client facing sustainability conversations and partnership strategy

- **Country lead - India:** Responsible for stakeholder buy-in, proposal response development & identifying new client opportunities
- **Sales strategy** Influenced 13M€ in pipeline contribution across 15 key accounts & chaired strategic partnerships across stakeholder groups
- **Subject matter expert | Social advocate** Youngest of the Top 1% employees responsible for thought leadership & business content on social media

Go-To-Market Lead | SAP CoE

May'20 - Feb'21

Portfolio engagements & strategic partnership owner for the SAP service line

- **Strategic Alliance:** Built partnership road-map & commissioned leadership collaboration for SAP's Climate21 Product Carbon Impact program
- **Innovation case studies & storytelling:** Enabled pursuit response differentiator with the microservice & innovation stories delivered

Pre-Sales Strategy Consultant (Bid Manager)

Aug'19-Apr'20

Orchestrated bid responses, client visits & workshops to increase win-rate by 10%

- **Client visit management** Designed 7 % of total Green innovation workshops identifying levers to tackle client's environmental challenges
- **Response development:** Enabled pursuit response for 9 clients streamlining inputs across functional, technical & business teams

Management Trainee | YOUNG PROFESSIONALS PROGRAM

Dec'18-Jul'19

6 months functional rotation program emphasizing on effective induction, business on-boarding & simplifying the identification of a suitable role alignment

- **Program pioneering candidate** First non-MBA woman inducted on the pilot initiative under the leadership of group Vice President
- **Market research | Content farming | Strategy framework:** Increased knowledge management accuracy by 27 %, executed data mining & engagement frameworks

Internships & Freelance

CENTER SUSTAINABLE BUSINESS | UNIV. OF PITTSBURGH

The CSB helps promote the adoption of sustainable business practices

Digital media & Brand consultant

Nov'20 - present

Responsible for Dr. C.B. Bhattacharya digital presence & blog

- **Digital influence** Design & execute social media plan across platforms to increase community influence & book sales
- **Content development** Responsible for building content, blogs, creative collaterals with a focus on corporate sustainability & business influence

VIACOM18 MEDIA PVT. LTD.

An entertainment network that offers multi-platform, multicultural experiences

Business Planning

Jun'17-Aug '17

Maximized organization profits by liaising across business practices and stringent finance controlling, audit and vendor negotiation activities.

Social Engagements

Zero Hunger and Circular Economy | ANNADHAN

Oct'18-Present

Annadhan a volunteer driven organisation undertaking hunger combating and circular economy campaigns by salvaging excess food and utilities to those in need

- **Technology lead:** Anchored association with JP Morgan Chase, Force for Good program, built a donor-donoree-volunteer engagement platform
- **Project management:** Cascaded essential commodities to 5,700 homeless people through 8 corporate partnerships across 4 zones

Equality and Children Welfare | ASBB

Sep'18-Oct '19

Association of Social Beyond Boundaries (ASBB) works towards eradicating social disparity, promotes equality, education and human-well being through sanitation

- **Social marketing:** Influenced event and volunteer engagement by 32 %, through digital marketing campaigns and outbound marketing
- **Event & Volunteer management:** Hosted, 10 day cleanliness drive tackling 8,000 deity idols intoxicating ocean water w help of 270 volunteers

Digital Literacy | SOUNDS OF SILENCE

May'16-Dec '18

Sounds Of Silence is one of the first technology-based NGOs in India established with the aim of empowering hearing impaired individuals

- **Generated employment opportunities :** Partnered with 7 local businesses, to employ 10 hearing impaired individuals(HI's)
- **Digital enablement :** Empowered 10 (HI's) with sophisticated technical and soft skills to cultivate their individual capabilities

Extra-Curricular Engagements

Engagements driven in personal sphere with a focus on leveraging the power of social media & purpose led community to influence a shift in human behaviour

Educational blog | THE EARTH FACTOR | THE GREEN GEN PODCAST

Aug'20-Present

A multi-channel social media initiative focusing on simplifying sustainability

- **Podcast host | Content creator** Execution of media campaigns to help simplify the understanding of sustainability & enable actionable cues
- **Brand collaborations:** Led partnership conversations to capture product stories & design brand communication

Social Advocacy | FASHIONABLY RESPONSIBLE

Oct'19-Dec'19

Awareness campaign designed to modernise the perception of community service

- Reached over 100k viewers, increasing 66.7 % of page traffic.
- **Concept production:** Influenced community awareness through 12 unique campaigns highlighting critical societal issues.
- **Corporate and NGO partnerships:** Engineered 2 cause-related marketing campaigns with to increase engagement across stakeholders

Public Speaking | TOASTMASTERS INTERNATIONAL

Jun'19-Dec'19

A educational organization that teaches public speaking and leadership skills

- **Marketing officer:** Influenced 8.5 % increased member registration at largest community chapter in Asia through outbound campaigns
- **Chief Judge:** Top 25 of 300 members trained to evaluate speech contests

Certification

HARVARD BUSINESS SCHOOL ONLINE

Unique and highly engaging case-based, active, and social way of learning

CORE- Credentials Of Readiness

Oct'18-Sep'19

17 weeks | Pass | Focus: Analytics, Economics and Financial Accounting

Education

Master of Science, Sustainability Management

August'21

Columbia University in the City of New York

Bachelor of Engineering, Information Technology

May'13-May'17

Fr.Conceicao Rodrigues College Of Engineering, Bandra CGPA: 3.09/4