

# PRERANA TIRODKAR

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## EDUCATION

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**Columbia University**, Master of Science in Sustainability Management, New York, NY **Aug 2022**

GPA - 3.8/4.0

- Earth Institute Sustainability Management Fellow: A merit-based financial scholarship awarded to top 5% performers
- Modeled an industry benchmarking metrics for top 20 retail companies comparing their lobbying data against ESG rank, annual revenue to build communication & product marketing nudges influencing a consumer's purchase decision
- Graduate teaching associate: 1. Corporate Reporting & Strategy, 2. Account Finance and Modeling of Sustainability

**Mumbai University**, Bachelors of Engineering in Information Technology, India **Jun 2017**

**Harvard Business School Online**, Business Fundamentals Certification - CORE, MOOC **Sep 2019**

## EXPERIENCE

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**Capgemini, India** **Dec 2018 – Feb 2021**

*Product Manager & Go-To-Market Lead, Sustainability*, May 2020 - Feb 2021

- *Led a cross-functional team* of 7 engineers & 3 business experts to create a new portfolio offering using SAP's ERP solution to integrate sustainability across client's value chain addressing emission traceability & system transparency
- *Partnered* with marketing teams to build launch strategy for 4 key product solutions adding ~\$100M in sales pipeline
- Institutionalized metrics & processes for a community of ~1500 technology experts & sales specialists enabling integration of ESG product frameworks in client's digital transformation strategy by *creating educational workshops*
- Evaluated client's sustainability strategy to *design sustainable transformation solutions & innovation workshops* driving partnerships across accounts in retail, automobile & utility sectors adding a 33% QoQ growth to sales pipeline

*Associate Program Manager*, Aug 2019 – May 2020

- Collaborated with engineering & business teams to mobilize bid teams & lead project discussions for 7 accounts (\$350M+), reducing operational bottlenecks through a customized Stakeholder Capability Mapping framework tool
- Modeled a win-loss analysis framework for top 25 focus accounts (\$100M+); examined historical wins, pricing methods, market trends, technology scope, & capability to forecast opportunities & threats boosting win rates by 13%

*Pre-Sales Strategy Fellow*, Dec 2018 – Aug 2019

- Developed a modern partnership & engagement strategy by designing social selling campaigns for business leaders & sales specialists managing \$2B in annual revenue; nurturing relationship between analysts & advisor service networks
- Conceptualized experience maps for client visits improving client experience, sales workshops for ~35 large accounts

## FREELANCE

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**The Green Gen Project, New York, NY** **Jan 2021 - Present**

*Founder & Sustainability Educator*

- Conceptualized & produced 2 podcast seasons interviewing 20 startup leaders in climate tech, consumer goods & research building a community of 7,500 listeners over 24 weeks across channels advancing climate education in Asia
- Published 6 guest articles on leading sustainable business websites with more than 20k in total views & 10+ citations
- Mentored a team of 10 engineering students in brand development & design, content research, & digital marketing

**University of Pittsburgh, Remote** **Dec 2020 - Jun 2021**

*Research Associate & Digital Marketing Consultant*

- Managed 2 digital rebranding initiatives by redesigning brand website, producing social media content focused on making climate & sustainability science accessible, increasing research visibility & managing corporate sponsorship

## SKILLS

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- **Corporate Sustainability & ESG Reporting:** GRI, SASB, IBC, WEF disclosure standards, Materiality Assessment
- **Tools:** Life Cycle Assessment software - Semipro, GHG & Carbon accounting solutions & SAP sustainable ERP

## SOCIAL IMPACT

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- Led technology partnership with Morgan Stanley (Code for Good) to develop an app addressing hunger crisis in Mumbai
- Designed a communication campaign to expand citizen awareness across four major cities in India focusing on child labor, human trafficking, abuse, marriage, & conflict for a service of the Ministry of Women and Child Development

## ADDITIONAL INFORMATION

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- First-generation graduate student to receive an Ivy League education, National Level Swimmer, Glider Pilot Trainee