

SHARAN K

SENIOR RESEARCH CONSULTANT

CONTACT

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SKILLS

Market Research
Analytical Thinking
Creative Problem Solving
Stakeholder Management
Team Management
Project Management
Competition Analysis
Business Analysis
Product Analysis
Product Benchmarking
GTM Strategy
Qualitative Analysis
GenAI Tools/Copilot
Custom Reports
Data Analytics
Financial Analysis
Thought Leadership
Microsoft Office

PROFILE

Senior Research Consultant with 12 years in technology and business research. Skilled in custom projects, digital transformation, and change management. Expertise in market research, benchmarking, and go-to-market strategies. Researches emerging technologies like cloud, analytics, AI/ML, and cybersecurity. Adept in stakeholder management and mentoring junior analysts. Recognized for implementing process improvements and best practices in research, with a passion for leveraging market insights for business development and strategic decisions.

EXPERIENCE

Senior Consultant, Valorem Reply

Aug 2021 - Present

- Scoping, execution, and delivery of custom research projects to support digital transformation and change management engagements
- Collaborated with internal stakeholders to assess new business opportunities and deliver market insights
- Work closely with account teams and support account planning and company profiling research requests
- Develop industry-specific thought papers, eBooks, and PoVs focusing latest technologies
- Create and implement process improvements to ensure the adoption of best practices in research projects

Senior Analyst, SG Analytics

Apr 2021 – Jul 2021

- Deliver customized research engagements which include product benchmarking, vendor analysis, and competitor benchmarking

EDUCATION

MBA, Finance & Marketing

2010 - 2012

University of Calicut

B.Sc. Computer Science

2007 - 2010

Sri Krishnadevaraya University

Senior Research Analyst, ISG

Jan 2018 – Oct 2020

- Provide go-to-market strategy recommendations to clients based on marketing trends and advisor insights
- Create custom reports on market research, competitive benchmarking, account profiling, and location assessments
- Build PoVs and thought papers on emerging technologies such as cloud, analytics, AI, digital workplace, IoT, and blockchain
- Engage and mentor junior analysts to ensure timely and high-quality project execution

Research Associate, Ernst & Young

Nov 2015 – Jul 2017

- Deliver ad hoc research engagements to support Business Continuity Management (BCM) and digital transformation projects
- Perform end-to-end project management which includes quality reviews and stakeholder communication
- Research, develop, and design content for marketing collaterals and thought papers
- Develop and maintain relationships with key stakeholders to identify emerging needs and business challenges

Market Research Analyst, Softway

Aug 2014 – Oct 2015

- Understand market opportunities, and prepare reports based on the research outcomes
- Build a target customer list and research competitor strategies
- Analyze industry-specific user experience trends based on client feedback

Market Research Analyst, Srishti Software

Dec 2012 – Aug 2014

- Study Healthcare IT trends to support marketing and sales strategies
- Process and analyze raw market data into useable reports and forecasts
- Build responses to RFPs, RFIs, and EOIs.