



Gaurav Bhatia

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[Linkedin](#)

WORK EXPERIENCE

MBA Consultant | Scrum Product Owner

Apr 2021 -

 univations

Univations GmbH, Halle, Germany

Collaborating with stakeholders to understand business problem statements and convert them into user stories. Created Sprint Release Plans with input from the application development team.

Visiting Consultant | International Business Development

Apr 2021 -



Weingut Münzberg, Landau, Germany

Developing an expansion plan for Winery Münzberg in other countries using PESTEL analysis. Analytically investigating new distribution and marketing plan, social media plan & legal analysis.

MBA Consultant | Product Innovation Management

Dec 2020 - Feb 2021



A joint project between Krakow University of Economics, Poland & Hochschule Anhalt, Germany

Developed a go-to-market strategy for a product in an untapped market.
Created customer personas based on market research and address blind spots of the ecosystem.

Visiting Consultant | Strategy Transformation

Oct 2020 - Feb 2021



Estancia GmbH, Bernburg, Germany

Modeled business plan with new substantial revenue streams for Estancia GmbH.
Defined growth strategy including competitive analysis and targeting of potential new markets.

IT Application Manager

Dec 2019 - Feb 2020



Messe Frankfurt, Germany

Designing high-level technical solutions, dashboards, and reports to support business decisions.

Research Assistant

Apr 2018 - Aug 2019



TU Darmstadt, Germany

Extended Master Thesis research work to find similarities & behavioral patterns of suspicious user's profiles on social media. Used Pattern Detection, Machine Learning & NLP. [\[Publication\]](#)

Teaching Assistant

Oct 2015 - Feb 2018



TU Darmstadt, Germany

Distributed Systems & Algorithms (TK1), Winter 2017-2018
Foundations of Distributed Systems, Project Management, Winter 2015-2016, Winter 2016-2017

EDUCATION

Master of Business Administration - MBA

Oct 2020 -



Hochschule Anhalt, Germany

General MBA program with specialization in International Trade & Management.

MSc. Computer Science

Oct 2013 - Feb 2018



Technische Universität Darmstadt, Germany

Master degree in Computer Science focused on Distributed Systems & AI. [\[Degree\]](#)
Thesis: Identification of suspicious users' profiles on social network combining a multi-language approach and sentiment analysis. [\[Publication\]](#)

B.E. Information & Technology

Sept 2008 - Jun 2012



Rajiv Gandhi Technical University, India

Bachelor of Engineering in Information Technology. [\[Degree\]](#)
Thesis : Implementation of cloud computing technology in Indian education system. [\[Publication\]](#)

SKILLS

Management skills	Agile methodology, Market Research & Analysis, Project & Product Management
Other Skills	Git, Jira, Latex, Microsoft Office, Microsoft PowerPoint, Scrum
Analytic tools	Advanced Excel, Tableau
Programming	Python, R, SQL

CORPORATE PROJECTS

International Marketing Management

Apr 2020 - May 2020



Joint project between Symrise AG, Holzminden & Hochschule Anhalt, Germany

Solved business challenges related to marketing performance, budgeting & ROI measurement.

Human Resource Management

Oct 2020 - Dec 2020



Joint project between Emma- the sleep company, Frankfurt & Hochschule Anhalt, Germany

Developed HR department from the ground up for an early aged AI-based Startup.

CERTIFICATIONS



Certified Scrum Master

Scrum Alliance, USA

COMMUNITY SERVICE



Executive Board Advisor

Darmstadt Indian Association e.V., Germany

Oct 2013 -

Social Volunteer for [Darmstadt Indian Association e.V.](#), Germany, Darmstadt

LANGUAGE SKILLS

 Hindi: Native Speaker  English: Professional Proficiency  German: Beginner