

# ANUSHREE CHANDRA

## AI Product Strategist and Enterprise Consultant

✉ anushree.chandra98@gmail.com

☎ +91-9699880496

🔗 [www.linkedin.com/in/anushree-chandra](http://www.linkedin.com/in/anushree-chandra)

### SUMMARY

I am an **AI product strategist** and enterprise consultant with over 3 years of experience in facilitating AI-native transformations in global IT landscapes. I excel in converting complex AI capabilities into effective **B2B product strategies**, managing \$15M portfolios, and partnering with high-growth AI firms to drive significant improvements in operational efficiency and revenue generation for Fortune 500 clients

### EXPERIENCE



#### HCLTech

📅 June 2023 - current

📍 Noida, India

#### Deputy Manager

- Own a **\$15M+ global AI product and alliance portfolio** spanning 4 solution towers: Agentic AI Chatbots, Conversational IT Support, AI Speech Assist, and Digital Experience (DEX), driving enterprise-wide AI transformation.
- **Onboarded 3 high-growth AI partners**—Krisp.ai (Forbes AI 50), Sanas.ai (Google-backed, \$100M+ funding), Rezoive.ai (Gartner MQ Challenger)—and scaled co-sell motions alongside Microsoft Copilot, Moveworks, and Yellow.ai.
- **Conceptualized "Everyday AI,"** a proprietary framework for AI integration into the Digital Workplace; defined vision, roadmap, and B2B GTM strategy to productize partner technologies.
- Pioneered transformation-aligned commercial models shifting from fixed licensing to consumption-based pricing that scales with customer AI maturity.
- **Managed multi-stakeholder relationships** across partners, customers, analysts, and internal teams globally, serving as the primary strategic interface for AI portfolio decisions.

#### Assistant Manager

- Led the BigFix AEX ecosystem (AI Chatbot & Self-Healing), achieving a **60% reduction** in IT resource overhead by automating end-to-end resolution workflows and scaling autonomous support within the digital workplace.
- Served as **Design Partner Lead** for AEX to shape solution design, functional architecture, MSP pricing, and global positioning.
- **Won 20+ strategic accounts** across Fortune 500 companies by leading CXO-level presentations, custom demos, Proof of concept, and product walkthroughs in close collaboration with sales and pre-sales teams.
- Authored complex RFP/RFI responses and led proactive deal consultations, curating multi-product, partner-led solutions tailored to global enterprise requirements.



#### Media.Net

📅 June 2019- June 2021

📍 Mumbai, India

#### Ad Operations & Account Management

- Managed programmatic and direct ad inventory for marquee US publishers—TripAdvisor, Vox Media, Associated Press, Internet Brands—**generating \$2.4M in cumulative annual revenue.**
- **Executed 50+ account integrations** across Header Bidding, Open Bidding, Prebid, and Direct channels; optimized revenue through A/B testing, supply path optimization, bid analysis, and flooring strategies.
- Delivered **revenue growth of 100% across top accounts** post-optimization, earning expanded scope through cross-sell and upsell initiatives.
- **Owned end-to-end publisher relationships** including QBRs and MBRs, troubleshooting implementation issues, and collaborating with internal teams to identify and execute growth strategies.

### CORE COMPETENCIES

AI Strategy & Road mapping • Agentic AI & Conversational AI • B2B Go-To-Market Strategy • Partner Ecosystem Development • Enterprise IT Transformation • CXO Stakeholder Management • Solution Architecture & Design • RFP/RFI Response & Deal Strategy • Programmatic & Digital Advertising • Revenue Optimization & Analytics • Cross-Functional Team Leadership

### TOOLS & PLATFORMS

Microsoft Copilot

Moveworks

Yellow.ai

Rezoive.ai

Krisp.ai

Sanas.ai

BigFix AEX

Programmatic Ad Platform

Google Ad Manager

AB Testing

### EDUCATION

#### PGPM

Great Lakes Institute of Management Studies

GPA

3.30 / 4.0

📅 June 2023

📍 Chennai, India

#### BBA

Narsee Monjee Institute of Management Studies

GPA

3.06 / 4.0

📅 June 2019

📍 Mumbai, India

### LANGUAGES

English



Hindi



Bengali

