

RITIKA BHATIA



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SUMMARY

As a passionate and data-driven professional, I specialize in business development, sales strategy, and customer engagement within competitive, technology-driven markets. I am seeking a challenging opportunity to apply my expertise in building strategic partnerships and driving revenue growth. With a proven ability to manage cross-functional teams and leverage market insights, I excel at identifying new business opportunities, analyzing customer needs, and aligning solutions with business goals. Skilled in sales methodologies, stakeholder management, and negotiation, I bring a results-driven approach to expanding market presence, enhancing client relationships, and delivering sustainable growth.

PROFESSIONAL EXPERIENCE

Carl Zeiss Meditec AG - Working Student, Product Management, Cataract Implants & Consumables; Berlin
Dec 2023– Sept 2024

- Led the strategic development of the AT ELANA product line, utilizing Tableau and Microsoft Power BI for sales analysis and visualizing customer insights to guide roadmap creation and launch strategies
- Created 5-year sales forecasts for the CT LUCIA IOL family using Excel for advanced modelling, supporting lifecycle management and ensuring alignment with revenue and market share targets
- Conducted competitor and market research with SPSS for statistical analysis and Salesforce for data management, building strategies for effective global positioning of the AT ELANA 841P product
- Extracted actionable insights from clinical studies on patient satisfaction, refining product features using Confluence for documentation and aligning product positioning with customer needs
- Developed global content marketing assets with Adobe InDesign and Illustrator, empowering the sales team to communicate product value consistently with brand messaging

Key skills: Tableau, Power BI, Excel modelling, SPSS, Salesforce, Confluence, Adobe InDesign, Illustrator, product lifecycle management, competitive analysis, sales forecasting, cross-functional collaboration, roadmap development

Robert Bosch GmbH – Intern, Business Development, eMobility; Stuttgart
Apr 2023 – Sept 2023

- Formulated and executed regional pricing strategies for ChargemyEV and Free2move across global markets, applying SAP for pricing data management and Excel for price optimization modeling to improve competitive positioning
- Built strategic partnerships with over 15 Charging Point Operators, managing contract negotiations and tracking partner performance with CRM systems like Salesforce
- Curated a comprehensive THG Report for Bundesnetzagentur through SQL for data extraction and Excel for data analysis, coordinating with SMEs and stakeholders to ensure regulatory compliance
- Recruited and managed interns within the Charging Solutions team, utilizing Microsoft Teams and SharePoint to streamline onboarding processes and support team-wide knowledge sharing

Key skills: SAP, Excel, SQL, Salesforce, CRM, Microsoft Teams, SharePoint, pricing analysis, partnership management, regulatory compliance, strategic planning, market positioning, customer experience enhancement

Hewlett Packard Enterprise – Technical Solutions Consultant; India

Jan 2020 – Aug 2022

- Led a Problem Management team to resolve backend issues, reducing incidents by 85% in Hyper-V server environments through data-driven problem-solving and system monitoring with ServiceNow
- Directed a 3-month Change Management initiative using Jira to track progress, achieving a 100% success rate in data migration and backups, enhancing server environment reliability and operational efficiency
- Facilitated client onboarding onto the GreenLake platform across EMEA and APAC, coordinating with teams using VMware, SQL, and Azure for seamless integrations
- Organized inter-departmental engagement activities with Slack and Asana, fostering improved collaboration and alignment on customer-focused initiatives

Key skills: Hyper-V, ServiceNow, Jira, VMware, SQL, Azure, Slack, Asana, problem management, server infrastructure, change management, project coordination, customer onboarding, internal communications

Linde Engineering India – Product Intern, Plant Technology; India

Dec 2018 – Dec 2018

- Worked with SCADA (Supervisory Control and Data Acquisition) systems to understand control system architecture, managing operations, command functions, and alarm systems, which deepened knowledge of product functionality and system monitoring
- Analysed the scale of ongoing projects with AutoCAD for system design visualization and Excel for tracking processing unit metrics, gaining insight into project management and operational efficiency for large-scale industrial setups
- Coordinated across teams to ensure global synchronization of over 10 large processing units, leveraging SAP for project data management and MATLAB for simulation of processing unit performance, building a strong foundation in product lifecycle management

Key skills: SCADA, AutoCAD, Excel, SAP, MATLAB, system architecture, project scale assessment, cross-functional coordination, product lifecycle management fundamentals, control systems

EDUCATION

European School of Management & Technology | Masters in Management (MIM) | Berlin | August 2024

Concentration: Innovative Management; GPA: 2.1 / 5.0

ESMT 30% MIM Women's Scholarship recipient

SRM Institute of Science & Technology | Bachelor of Technology (B.Tech.) | India | May 2020

Concentration: Electronics & Communication; GPA: 1.86 / 5.0

INTERESTS

Interests: Indian Classical Dance, Badminton, Baking

Languages: English (C2); Advanced German (B2)

CERTIFICATIONS

- Airbus Project Management Workshop, Innovation (2023)
- Microsoft Excel for Project Management - Udemy (2022)
- ITIL 4 Foundation (2022)
- Moving to the Citrix Virtual Apps and Desktops Service on Citrix Cloud with Microsoft Azure (2022)
- Hyper-V and Clustering on Microsoft Windows Server 2019 – Udemy (2021)

ACCOMPLISHMENTS

- Community Lead, ESMT Culture Club (2023 - 2024)
- Co-Chair, Women In Leadership Club at ESMT (2022 - 2023)
- Committee Head, Public Relations, Aaruush SRMIST (2017 -2018)