

Balachandra Srinevasalu

Director of Data & Analytics | Enterprise Data Strategy & Business Transformation Leader | Player-Coach Executive

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23 Yrs EXPERIENCE	~\$0.42M ANNUAL P&L OWNED	20+ ANALYTICS TEAM	~\$105K+ ANNUAL SAVINGS DELIVERED	Enterprise DATA COVERAGE	~\$260K PLATFORM PROGRAM	C-Suite STAKEHOLDER LEVEL
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PROFILE SUMMARY

Enterprise Data & Analytics leader with **23 years** partnering with C-suite executives — CFO, COO, MD, and functional heads — to transform data into a strategic business asset that drives **revenue growth, operational efficiency, and competitive advantage**. Currently the strategic analytics engine at Pidilite Industries: owns a **~\$0.42M annual P&L**, leads a **20+ member analytics organisation** — data engineers, business analysts, BI engineers, and AI engineers, plus external vendor and partner resources — and has eliminated data silos at the enterprise level — enabling data-driven decisions at the highest levels of the enterprise. Defined and is executing a **3-year enterprise data strategy roadmap**, building a data-driven culture through self-service adoption and organisation-wide data literacy. Brings proven **SaaS analytics experience** from Manthan Software — a SaaS product company — with hands-on exposure to customer-facing analytics, product usage metrics, and GTM intelligence. Shifts organisations from *describing what happened* to *predicting and prescribing what to do next* through advanced analytics, ML, and AI. Distinguished by a **player-coach leadership style** — personally builds Power BI solutions and writes Databricks/SQL — while owning organisational strategy, OEM partnerships (Microsoft, Databricks), and C-suite engagement. Certified in Data Science & AI, **IIM Kozhikode (2024)**.

CORE LEADERSHIP COMPETENCIES

- Enterprise Data Strategy & 3–5 Year Roadmap Ownership
- Business Transformation & Revenue Growth through Data
- Predictive & Advanced Analytics — ML, NLP, Forecasting
- Data-Driven Culture & Organisational Data Literacy Champion
- P&L Ownership — Vendor, Contract Staff & Cloud Infrastructure
- Executive Presence — Data Narratives that Drive Investment
- C-Suite Partnership — CFO, COO, MD, CMO Stakeholder Influence
- SaaS Analytics — GTM Metrics, Pipeline, Customer Intelligence
- Eliminating Data Silos across Sales, Finance, HR, Supply Chain
- Analytics CoE Design, Governance & Enterprise Scaling
- OEM & Strategic Vendor Management (Microsoft, Databricks)
- Player-Coach — Hands-On Power BI, Databricks & SQL Leadership

TECHNICAL SKILLS

Data Platforms	Databricks, Microsoft Fabric, Snowflake, Google BigQuery, Azure Synapse, Azure SQL, AWS Redshift, SQL Server, Vertica — Lakehouse, Data Lake, Data Fabric architectures
BI & Visualisation	Power BI (hands-on builder), Tableau, ThoughtSpot, Looker, SAP BusinessObjects, MicroStrategy
Data Engineering	Azure Data Factory (ADF), SSIS, ETL/ELT design, streaming pipelines, Pentaho Data Integrator, orchestration
Governance & Modelling	Unity Catalog, Erwin, SQLDBM, data catalog & lineage, metadata management, data quality frameworks, data mesh
Analytics & AI	Python, R, predictive modelling, forecasting, anomaly detection, NLP, text analytics, market mix modelling, AI-driven insights
Automation & Apps	T-SQL (active), Databricks SQL (active), PowerShell, Power Apps, Power Automate, Excel VBA

EXPERIENCE

Pidilite Industries Limited

2023 – Present

Head of Technical Delivery – Data & Analytics (Centre of Excellence) | Bengaluru

- Enterprise data strategy & roadmap:** Direct strategic partner to the MD, CFO, and functional leadership — own and drive the **3-year enterprise data & analytics strategy**, aligning platform investment, governance, and capability building to enterprise growth priorities.
- Data & AI transformation leadership:** Leading the enterprise-wide shift from fragmented, siloed reporting to a unified, governed data platform — built the Analytics Centre of Excellence that is the foundation for AI-driven, predictive decision-making across the organisation.
- Platform modernization:** Directing large-scale modernization from legacy infrastructure to a governed **Databricks Lakehouse with Unity Catalog** — simplifying the estate and building enterprise-scale AI/ML readiness.
- Data governance & quality:** Established enterprise-wide governance standards, quality controls, and stewardship practices that ensure trusted, compliant data underpins every executive decision.
- Stakeholder management & executive influence:** The primary data & analytics partner to the C-suite, translating enterprise priorities into technology investment decisions and building organisation-wide trust in data as a strategic asset.
- Organisational capability building:** Leading and mentoring a **20+ member high-performing Data & Analytics team** — data engineers, business analysts, BI engineers, and AI engineers — plus external vendor and partner resources, with a focus on talent development and succession planning. Partners with the Talent organisation on hiring and capability assessments.
- P&L ownership of ~\$0.42M annually** across vendor/contract delivery (~\$0.21M) and cloud infrastructure (~\$0.21M covering Microsoft Fabric, Databricks, Azure Synapse, Azure SQL, and Azure Storage). Manages licensing, renewals, and platform strategy directly with Microsoft and Databricks OEM teams.
- Business value realization:** ~\$105K+ in annual platform savings and ~75% faster enterprise reporting performance through Microsoft Fabric migration (300+ Power BI reports); recognised with the *Pidilite Spirit Award* for high-impact analytics transformation.
- Player-coach leadership style:** Pairs enterprise-level strategic ownership with deep platform fluency — personally builds Power BI solutions and writes Databricks/SQL — setting the technical bar for the organisation while operating at the executive level.

HP Computing & Printing Systems India Pvt. Ltd.

2018 – 2023

Lead Consultant – Data Warehousing, BI & Analytics (Finance Global Operations)

- Strategic analytics business partner to the global CFO organisation** across US, EMEA, and APAC — translated complex financial data into executive narratives that directly informed C-suite decisions on cash allocation, OPEX management, counterparty risk, and FX strategy.
- Architected **50+ global finance analytics solutions** across Cash Flow, Treasury, Profitability, OPEX, and Collections — producing early warning indicators and prescriptive insights that shifted Finance from reactive reporting to **proactive, predictive financial management**.
- Deployed advanced analytics and AI POCs including **NLP and text analytics** — demonstrating how predictive and AI-driven insights could drive strategic action in Finance operations, laying groundwork for enterprise AI adoption.
- Eliminated manual Excel-based reporting workflows saving **100+ FTE hours/month**, materially improving data accuracy, cash visibility, counterparty exposure tracking, and FX risk monitoring across global operations.
- Drove **data literacy and analytics capability-building** across Finance teams in New Delhi, Singapore, and Malaysia — trained 100+ business users on SQL and self-service BI, championing a data-driven culture within the global Finance organisation.
- Recognised with multiple **CFO & Rock Star Awards (2019–2021)** for sustained business impact and stakeholder value delivered beyond core mandate.

Project Manager – BI Engineering & Data Analytics

- **SaaS analytics experience:** Led BI engineering teams delivering **customer-facing analytics products** at Manthan — a leading SaaS analytics company — gaining deep exposure to SaaS business metrics, GTM analytics, customer success intelligence, product usage analytics, and the data needs of enterprise SaaS customers across retail and FMCG.
- Architected a **multi-tenant analytics platform** on Vertica columnar database (~5 fact tables, 20 dimensions, ~300 attributes) with Pentaho ETL pipelines — built to serve diverse enterprise customer analytics needs at scale, ensuring tenant-level data isolation and reporting flexibility.
- Delivered **US onshore client engagements** including Sales Channel Effectiveness analysis (optimising ROI across channels using MicroStrategy and SQL) and Fulfilment Centre Operational Analysis (self-service BI for warehouse operations), acting as both delivery lead and analytics consultant.
- Led a team of 4 BI developers as Scrum Master, managing delivery via Jira — establishing agile analytics delivery practices that improved speed-to-insight for SaaS customers.

Genpact

2010 – 2014

Business Analyst → Assistant Manager → Manager

- Led **advanced and predictive analytics engagements** — Market Mix Modelling, Demand Forecasting, and Test & Control studies — for global clients, shifting decision-making from historical reporting to forward-looking, prescriptive intelligence.
- **Grew project revenue by 43%** through consultative analytics expansion and pre-sales support for new mandates; recognised with Bronze & Silver VP Awards for commercial and delivery impact.
- Managed global delivery teams and led RFIs and RFP responses — building commercial acumen alongside deep analytics expertise.

Early Career (2003 – 2010)

HCL Technologies — Sr. Software Engineer (2007–10): Enterprise BI & application support with strong SLA governance. · **Vista Infotech (Underwriters Laboratories)** — Software Engineer (2006–07): Requirements, solution design, SQL Server. · **Leitz Tooling Systems** — Software Consultant (2003–06): End-to-end enterprise application development.

CERTIFICATIONS

Professional Certificate in Data Science & Artificial Intelligence — IIM Kozhikode (IIMK)	2024
Digital Personal Data Protection Act (DPDP), 2023 — Certificate Course & Examination, DPDPA.com	2026
Leadership and Talent Management — NPTEL+ Workshop, IIT Roorkee (Dept. of Management Studies)	2026
Step Up To Leadership — Dale Carnegie & Associates, Inc.	2024
Microsoft Certified: Data Analyst Associate — DA-100: Analyzing Data with Power BI	2021
Microsoft Certified: Azure AI Fundamentals (AI-900)	2021
Microsoft Certified: Power Platform Fundamentals (PL-900)	2021
Microsoft Certified: Azure Data Fundamentals (DP-900)	2021
Microsoft Certified: Azure Fundamentals (AZ-900)	2021
Scrum Master Certified (SMC®) — SCRUMstudy	2014
ITIL Version 3 Foundation — EXIN	2008

EDUCATION

Master of Computer Application (MCA) — Indira Gandhi National Open University (IGNOU)	2010
Bachelor of Computer Science (B.Sc.) — Sri Krishnadevaraya University	2002