MARTINA BHARTHI PRIYA

DIGITAL TRANSFORMATION LEAD

15+ years of experience, including managing large-scale transformation programs and projects for global clients, leading cross-functional teams, and optimizing performance for multinational firms. Highly adaptable with strong cultural awareness.

Skills: **Digital Strategy, Change Management, E2E software development, Emerging technologies for business, Stakeholder management, Cross functional team leadership, Data Analysis and Business Intelligence, Project Management (Agile/waterfall), Customer Experience (CX) and User Experience (UX), Business Process Optimization, Risk Management.**

WORK EXPERIENCE

Business Consultant — 2019 - 2023
Employer(s): Circle strategy SAS, P3 France SARL
Clients served: Danone, Renault, BMW, Allianz Partners, KOSME
- Enhanced ROIC by 80 basis points via data-driven CapEx governance to improve financial oversight and decision-making.
- Led development of an Android Automotive Infotainment System by managing a squad and prioritizing backlogs.
- Delivered market intelligence reports, business strategies and benchmarking for executive decision-making.

Manager Software development (SOA based) — 2009 - 2017
Employer(s): Mercedes Benz AG
Client(s): Mercedess engineering, Patent lawyers, HR & management
- Achieved a top delivery rating of 4.75/5 and established a department-wide UX team and pioneered Agile processes across engineering and administrative departments by building and leading a 40-member software development team.
- E2E digitization of material and human resource planning in engineering departments from excel to a logic based integated software system by structuring the offer, coordinating cross-functional teams, and managing end-to-end processes.
- Fostered transparency and smooth operations for HR and management by implementing appraisal workflow software with business logic.
- Driven wider collaboration between different manufacturing partners by rearchitecting a legacy software and extending its usage from cars to trucks, vans, and buses by managing bill of materials, services, delivery and testing.
- Enhanced processing efficiency of intellectual properties by 70%, accelerating turnaround times and ensuring compliance by implementing an integrated IP software tool.

Software engineer — 2006 - 2009
Employer(s): NTT Data (Keane India), IBM Inc
Clients served: McKesson, State governments
- Delivered essential pharmaceutical and childcare functionalities in healthcare and social security software, facilitating business requirements gathering and testing.

CERTIFICATIONS

Power BI Data Analytics, Certified SAFe® 5 Lean Portfolio Manager, Certified SAFe® 5 Agilist, Management Excellence & Lean Six Sigma - Green Belt, Project Management Professional.

CONTACT

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EDUCATION

2017 - 2019
HEC PARIS BUSINESS SCHOOL, FR
Master of Business Administration

2002 - 2006
ANNA UNIVERSITY, IN
Bachelor of engineering

TOOLS

Power BI, Think-cell, JIRA, Confluence, Trello, Asana, MS Project, Slack, SAP MM, Hubspot, Zoho, Figma, Canva, SQL, MS & Google suites, Visio, Balsamiq

PROJECT TECH

Android automotive, Adobe XD, Java, RESTful, Angular JS, SOAP, Jenkins, Oracle DBMS, IBM DB2, MySQL, XML, QTP, VB, DOORS, MS Dynamics, Entreprise architect, ALM Quality centre, SONAR, Github, Visual studio

LANGUAGES

- English (Fluent)
- French (Intermediate)
- German (Basics)
- Tamil (Native)