



HEMANT SANGWAN

PROFESSIONAL EXPERIENCE

- Seneca College, Professor of Marketing** **Jan 2019 – Present**
- Instructor for courses in management, presentation and analytics
 - Coached and mentored students in career planning
 - Developed contents for new courses in management program
- Schulich School of Business, Lecturer** **Jan 2019 – Present**
- Responsible for developing content and teaching key courses in Master of Business Analytics program (MBAN)—predictive analytics and multivariate statistics
- Boston Consulting Group, Lead Knowledge Analyst** **Sept 2014 – Jan 2019**
- Commercialized Brand Advocacy offering within BCG
 - Expert lead on analytical solutions for 25+ cases in growth strategy, pricing, market entry, M&A, customer experience, market identification and customer selection
 - Managed BCG's relationships with primary research vendors (e.g., budgeting, sampling, survey hosting, fieldwork, etc.).
- GfK Canada, Senior Consultant** **May 2012 – Sept 2014**
- Identified new opportunities for clients in entertainment and CPG among Canada's ethnic consumers
 - Led a team of 12 colleagues—GfK's "Excellence Team 2013-14", on an organizational efficiency case
- Leger Marketing, Knowledge Officer** **Nov 2010 – Apr 2012**
- Measured and quantified consumer preferences for various features of life and critical insurance products.
 - Led marketing analytical modules for cases in pricing and new product development
- IHS Global Insight, Consultant** **Dec 2007 – Nov 2010**
- Assessed and measured impact of policy intervention on investment, saving, and consumption decisions using econometric models
 - Gained in depth knowledge of economic data available from government agencies (e.g., BLS, US Census Bureau, Stat Canada, etc.)

EDUCATION

- Joseph L Rotman School of Management, University of Toronto**
PhD (Marketing) **Sept 2002 – Apr 2008**
- Doctoral and Tuition Fellowships (CAD \$30,000/year)
 - PhD thesis – I investigated the role of own- and cross-category purchases in optimizing pricing and promotional policies for retailers and manufacturers in CPG categories
- Indian Statistical Institute, New Delhi** **July 2000 – Apr 2002**
MS (Quantitative Economics)

SKILLS

Public speaking, curriculum design, data science & machine learning, analytical decision making, multicultural research, political marketing and branding

Profile

I use rigor of academic knowledge in strategy, marketing, data science & analytics, and economics, and creativity of real world experience to deliver consulting solutions and problem solving approach. I served clients across industries - CPG, retail, financial services, and telecom, both in Canada and international market. I have demonstrated exceptional knowledge of problem formulation, project management, data interpretation & translation on cases in growth strategy, branding, pricing, CRM, and new product development.

I was a strategist for a political campaign for a candidate in Ontario municipal election in 2018. I used my skills in marketing, strategy, branding, and social media to advise the candidate on campaign logistics, voter segmentation, platform positioning and campaign messaging in both print and social media channel.

Passion

Long term investing

Analytical thinking and decision making

Discussion on public policies

Reading—political biographies, research on decision making