

MUKUND KULUR

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⚙️ CAPABILITIES

Product Management

STAKEHOLDER ALIGNMENT

PRODUCT STRATEGY

PRODUCT DEVELOPMENT

CUSTOMER SUCCESS

PRODUCT MARKETING

BUDGET & FINANCIALS

Change & Innovation Management

OPPORTUNITY IDENTIFICATION

VISION, STRATEGY & TACTICS

STAKEHOLDER MANAGEMENT

PROGRAM MANAGEMENT

CHANGE MANAGEMENT

DRIVING ADOPTION & TRACTION

Design Management

DESIGN THINKING & STRATEGY

UX / EXPERIENCE DESIGN

SERVICE & SYSTEMS DESIGN

INDUSTRIAL DESIGN

DESIGN RESEARCH

DESIGN SPRINTS

Tools

DESIGN TOOLS:

Figma, Adobe XD, Sketch
Adobe Photoshop, Illustrator
Blender, Solidworks, Autocad

COLLABORATION & WORK

Mural & Miro
Tableau, PowerBI, React
JIRA & Confluence
MS Office - Word, Powerpoint, Excel

WEB

Tumult Hype
HTML, CSS, JS
Wordpress

ILLUSTRATION

Procreate, Fresco, Clip Studio Paint

👤 WHY ME?

I work at the cusp of design, technology and business processes; and in my current role I create value for various businesses stakeholders through the power of data and analytics.

With over **12+ years of experience** in Product and Innovation Management I help organisations navigate uncertainty, provide clarity for complex and ambiguous problems, enable stakeholder alignment, and drive end-to-end solution development from discovery to execution.

Since a CV is limited to convey all aspects of my skills and abilities, I would be happy to further discuss my role and what I bring to your organisation.

📁 WORK EXPERIENCE

NOV 2021 -
Current*

● SENIOR DESIGN STRATEGIST

AT FRACTAL ANALYTICS, INDIA

Empowering business stakeholders using design and value innovation to make faster and more informed decisions. Collaborating with business stakeholders to provide turnkey solutions from discovery to framing, ideation to adoption.

Currently leading the ESG Reporting for a Fortune 100 Company. Responsibilities include Client & Account Management, managing design and innovation pipelines, enabling transformation across CPG, Manufacturing, Tech domains.

SEP 2020 -
AUG 2021

● SENIOR INNOVATION MANAGER

AT QGLUE, INDIA

Leveraging design and innovation methods to drive problem solving from conception to execution and adoption. Managing partnerships and customise their offerings to the customer needs. Strategic Planning & Event Coordinator for IDEAS 2021 and Design-led Entrepreneurship Awards 2021

MAY 2019 -
SEP 2020

● BUSINESS STRATEGIST - BRAND & PRODUCT

AT DY WORKS, MUMBAI

Conduct design research, and semiotic studies to distill people's behavior and through design sprints conceptualise product & service propositions that delight customers and create a sustainable competitive advantage for our clients. I work with top brands to rapidly explore and exploit opportunities existing in the market.

NOV 2018 -
APRIL 2019

● PROGRAM MANAGER - INNOVATION

FOR FORGE ACCELERATOR, COIMBATORE

Jan 2018 -
Sep 2018

● STRATEGIC INNOVATION CONSULTANT

FOR ROHRBECK HEGER GMBH, GERMANY

2015 - 2017

● STRATEGIC DESIGN PROJECTS GROUP

AT AALTO UNIVERSITY, FINLAND

Sep 2015 -
Dec 2016

● DESIGN STRATEGIST + MASTER THESIS

WITH PAKKAUSTUTKIMUS RY (PTR), FINLAND

Sep 2014 -
Jan 2015

● PRODUCT MANAGEMENT

AT ICARUS NOVA DISCOVERY, INDIA

2011 - 2013

● ASSOCIATE ENGINEER

AT CAMERON MANUFACTURING, INDIA

2010 - 2011

● DESIGN ENGINEER

AT CYIENT, INDIA

CLIENTELE

Kraft Heinz
Google
Reckitt Benckiser
L'Oreal
Coca-Cola Hellenic
Bacardi
SugarFree
Nokia
Wartsila
Finnair
LG
.... And many more

CERTIFICATIONS

Product Management
Managing Change
AI For Everyone
Human Factors for AI
Human Decision Making and its Biases
Design Thinking
Leading with Innovation
Innovation Management
Storytelling for Designers

PUBLICATIONS

State of Innovation 2021 - India Report
Trends & Innovation - An India Perspective
Trend-Driven Innovation - A Primer
Design Fiction - A Primer
Packaging Value Cycle
Valuepack Project Report: Tools for Creating and
Measuring the Value in Packaging
Introducing Experience Goals into Packaging Design
Implications of a desirability-driven package design

HOBBIES

Sketching & Illustration
Photography
Meditation and Yoga
Reading books

* References and other information are available on request.

EDUCATION

2013 - 2017

- **M.SC., INT'L DESIGN BUSINESS MANAGEMENT**
FROM AALTO UNIVERSITY, FINLAND

While my major studies focused on building my strategic mindset and capabilities, I ventured beyond the academia to apply design thinking in real-world projects. My minors helped me sharpen my Industrial Design skills.

Summer
2015

- **INNOVATION MANAGEMENT**
FROM EUROPEAN INNOVATION ACADEMY, FRANCE

Over summer of 2015 I developed skills to build startups and innovate ideas from scratch to market launch. MentorAlley was the result of this program.

2006 - 2010

- **B.E., MECHANICAL**
FROM ANNA UNIVERSITY, INDIA

I specialized in Product Development, Industrial Management and Entrepreneurship.

RECENT IMPACT

FRACTAL
ANALYTICS

- **Data to Impact: ESG Reporting using Design**

- **Sentiment Analysis & Emotion Scanner**

- **Innovation Pipeline to manage AIML Application Development**

- **Design System for data and analytics for Multiple Clients**

- **User Testing of web platform of Popular Tech company**

- **Strategic Analytics Roadmap for Manufacturing Excellence**

QGLUE

- **Program Manager for IDEAS 2021 and Design-Entrepreneurship Awards 2021**

DYWORKS

- **New Product Development, Market Validation and Launch - Bacardi**

- **New Product & Package Development - Sugarfree D'Lite Chocolates, EverYuth, HoviRuoka**

FORGE
ACCELERATOR

- **Program Coordinator for iDEX - Defense Innovation Expo;**

- **Program Coordinator for Fellowship Program and Incubation Program**

- **iTool - Toolkit for Startup Innovation;**

COMMUNITY ENGAGEMENTS

- **MENTORING**

Mentored 100+ people across 8 countries in regard to topics related to career growth, design, product, innovation, and entrepreneurship.

- **STARTUP COACH**

I have helped a number of founders and startups go from 0 to 1, validate their ideas and get ready for launch.

STARTUPS: iSPINE, Wildlife 360, Pratikara, ThirdEye, MentorAlley, Shelv, Stepcharge.