

Baba Subhani Syed

MARKETING & PRODUCT · PARIS · ESSEC FOOD CHAIR

• Available May 2026

babasubhani.syed@essec.edu / linkedin.com/in/babasubhanisyed / babasubhanisyed.com / Paris, France / EN C2 · FR B2

PROFILE

ESSEC Grande École Master in Management (May 2026, GPA 17/20), **ESSEC Food Business Challenges Chair** member. Apprenticeship at **Allianz Trade Paris** coordinating activation across **40 countries** in Europe and MESA - Power BI / Excel dashboards, multi-market deployment tracking, executive synthesis decks for C-level. Layered with a four-year operational track at a 300-person organisation (47% bottleneck cut, 35% efficiency gain, 12-KPI dashboard) and brand-strategy consulting at IMPACT. Targeting marketing, product, brand, or insights roles - food primary; beauty, FMCG, fashion, luxury, and Consumer-practice strategy consulting eligible.

EXPERIENCE

Allianz Trade

Paris · Sept - Dec 2025

Junior Project Manager - Apprenticeship contract

- Coordinated international activation across **40 countries** (Europe, MESA): monitored deployment milestones, flagged deviations to senior leadership, ran weekly cross-cluster syncs in English.
- Built advanced Excel and Power BI dashboards consolidating multi-country performance data into one source of truth for the central programme team.
- Prepared **executive synthesis decks** for C-level reporting; "one decision per slide" template reused for the Q1 2026 cycle.

Srikanth Engineering Works

Hyderabad · 2019 - 2023

Project Manager - 300-person agri-tech, 5 business units

- Designed a **12-KPI Power BI dashboard** reviewed weekly by senior management; produced weekly synthesis decks with zero missed deadlines over 18 months.
- Cross-functional plans across finance and operations via JIRA - **cut bottlenecks 47%** in three months, compressed delivery cycles **28%**, lifted efficiency **35%**.
- End-to-end funnel analysis across the 300-person organisation - translated raw data into prioritised findings that improved process outcomes by **30%**.

IMPACT Consulting

Hyderabad · Sept 2023 - Mar 2024

Project Support Intern - Marketing & Brand Strategy

- Supported **brand-strategy projects across 5 client business units**: consumer positioning, competitive benchmarking, campaign planning, brand communication briefs.
- Built Power BI recruitment-analytics dashboards monitoring funnel performance and conversion - **cut reporting time 40%**.

EDUCATION

Master in Management - Grande École

ESSEC Business School · Paris

Aug 2024 - May 2026 · GPA 17/20 · Food Business Challenges Chair member

B.A. Public Administration

Osmania University · Hyderabad

2016 - 2019 · GPA 9.47/10 · Ranked 1st of 300

ACTIVITIES & RECOGNITION

- ESSEC Food Business Challenges Chair** · 2025-2026 cohort. Active participant in the Casino Group partnership signing (Sept 2025), Cécile Béliot-Zind keynote on Bel Group's social-responsibility model (May 2025), Champagne masterclass with the CIVC (2025), and the Food Concept Creative Workshop with Le Cordon Bleu (Feb 2026).
- Inside LVMH Certificate** · enrolling in the May 2026 cohort. 30-hour structured curriculum; LVMH's de-facto talent pipeline into Maison stages and the SPRING graduate programme.
- Vasavya Mahila Mandali NGO** · Community Programme Lead. Designed and delivered entrepreneurship and financial-literacy programmes for 150 beneficiaries; 70% long-term participation.

TOOLS & METHODS

Excel · Power BI · PowerPoint · JIRA · Agile · Multi-market activation tracking · Funnel & KPI analysis · Executive synthesis decks · Cross-functional coordination · Brand-strategy briefs