VEENA MURALIDHARAN

Technical Solutions Professional with 15+ years of experience in geospatial analytics, business intelligence, and bid management. Skilled in product planning, agile product management (SCRUM/JIRA), and developing innovative solutions for government and private sector projects. Proven ability to lead cross-functional teams and deliver data-driven insights for business growth and operational efficiency.

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LINKS

Bio: veenam.info

Twitter: @veenamural

LinkedIn: VeenaMuralidharan

EDUCATION

POST-GRADUATE
Geoinformatics | 2007-2009

GRADUATE
Geology | 2004-2007

KEY SKILLS

• Technical Expertise: Proficient in GIS platforms (ArcGIS, QGIS), with strong experience in Agile development using Scrum and JIRA. Skilled in PRD creation, sprint planning, user stories, backlog grooming, and cross-functional collaboration.

• AI-Driven Product Planning: Using generative AI tools (e.g., ChatGPT) for prompt engineering, product ideation, and use case development to accelerate innovation and solution design.

• Product and Business Strategy: Strong business acumen with expertise in client requirement analysis, solution design, and pre-sales strategy to drive business growth and project success.

• Content and Communication: Experience in technical writing and documentation, creating clear and engaging content for stakeholders, end users and internal teams.

• Data Analytics: Skilled in data analysis and visualization using Tableau, Power BI, SQL, Python, and R to support data-driven product decisions and reporting.

EXPERIENCE

LEAD SOLUTIONS SPECIALIST- PRESALES | Genesys International Corporation Limited
Apr 2024 – Present | Mumbai, IN

- Designed and implemented solutions for 3D Digital Twin, Location Intelligence, and AI/ML applications, while managing project planning, costing, and execution.
- Delivered geospatial products for government and private sectors, supporting property tax, port operations, and GIS-based asset management.
- Used Scrum techniques to create wireframes, user stories, and product roadmaps, enabling iterative development and improved user experience.
- Collaborated with cross-functional teams to integrate geospatial and AI capabilities into scalable IT systems.
- Handled resource planning, budgeting, and delivery timelines across multiple complex projects.
- Delivered technical demos and solution overviews to stakeholders, highlighting business impact and value.

BID SPECIALIST- PRESALES | Genesys International Corporation Limited
May 2017 – Mar 2023 | Mumbai, IN

- Spearheaded end-to-end bid management process, resulting in successful acquisition of key government projects.
- Designed and implemented technical proposals and solutions leveraging IT-enabled GIS technologies.
- Conducted GIS trainings, collaborated with cross-functional teams, and optimized departmental KPIs.
- Collaborated with Sales and Operation teams, delivering client-focused IT & GIS solutions.
- ISO-trained for quality management, ensuring seamless integration of quality processes within department operations.

COORDINATOR-INFORMATION MANAGEMENT & COMMUNICATION | Deepak Foundation
Aug 2014 – July 2016 | Vadodara, IN

- Led development of web-based GIS applications and managed data acquisition for spatial analysis projects.
- Spearheaded the development and POC of a web-based GIS application for Blood Donor search for successful matches at City Hospital.
- Recognized for impactful contributions to healthcare intervention projects through data management and analysis.
- Contributed to the creation of technical and marketing content, including success stories for newsletters, FICCI publications, and magazine articles.

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CERTIFICATIONS

Business Analysis with R: Business Science University, 2020

Data Science for Business with R: Business Science University, 2021

Data Science: IBM Certification, 2018

Epidemiologic Application of GIS: Johns Hopkins University, 2012

Geosptial Analysis in Python: Udemy, 2019

PUBLICATION

ENVIRONMENTAL HEALTH

European Respiratory Society, 2011: Spatial distribution of COPD in a rural population in India using geographic information system

IJERPH, 2015: Field testing of alternative cookstove performance in a rural setting of western India

EXPERIENCE

PROJECT COORDINATOR | K.E.M HOSPITAL RESEARCH CENTRE
Mar 2013 - Aug 2014 | Pune, IN

- Managed field experiments and data acquisition processes for research projects on indoor air pollution.
- Played a key role in the inception and comprehensive project management to ensure successful achievement of research objectives.

GIS RESEARCH FELLOW | K.E.M HOSPITAL RESEARCH CENTRE
Mar 2010 - Mar 2013 | Pune, IN

- Developed and piloted a WebGIS application across 3 HDSS sites in India and Africa, contributing to strategic product expansion initiatives.
- Performed spatial analysis and created maps to improve visualization and interpretation efficiency, aiding in product design and optimization.
- Conducted training and provided field coordination for GPS data acquisition to enhance data accuracy in support of product development.
- Authored competitive proposals that successfully secured funding from international and national agencies, supporting product innovation and development.
- Published research and technical articles in peer-reviewed journals, establishing thought leadership and market credibility for our solution offerings.

ACHIEVEMENTS

- Led the development of a cutting-edge location intelligence platform for logistics planning, geomarketing, and urban governance, integrating AI/ML technology.
- Successfully secured major government projects through competitive bidding, including key state government initiatives in India and projects for a prominent Middle Eastern geospatial agency, driving substantial business growth.
- Designed and implemented a web-based GIS application to streamline blood donor information access, significantly enhancing hospital operational efficiency.
- Awarded the prestigious FICCI CSR Award (2015-16) for delivering an impactful outcome report on a rural women farmers' program, showcasing results through thematic mapping.
- Established a centralized healthcare data management system, optimizing data recording, reporting, and decision-making processes.
- Trained and managed a team of over 50 members for field data acquisition using GPS technology for disease burden study at village level.
- Presented impactful research on respiratory illnesses, including COPD, at the European Respiratory Society's annual event.