VEENA MURALIDHARAN

Accomplished GIS Expert and Technical Solutions Professional with over 10 years of experience in IT/GIS industry, specializing in geospatial analytics, business intelligence, and end-to-end bid management. Demonstrated success in developing and implementing technical proposals, driving business growth through innovative solutions, and leading teams to deliver exceptional results. Proficient in machine learning, data science, and adept at translating complex technical concepts into actionable business strategies. Seeking to leverage expertise in product management across diverse industries.

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LINKS

Bio: veenam.info

Twitter: @veenamural

LinkedIn: VeenaMuralidharan

COURSEWORK

POST-GRADUATE

Geoinformatics | 2007-2009

GRADUATE

Geology | 2004-2007

KEY SKILLS

• Technical Expertise: Strong background in GIS technologies, including spatial analysis, web-based GIS applications, and remote sensing

• Business Acumen: Skilled in understanding client requirements, developing technical solutions, and leading bid management processes.

•Content Development: Experienced technical writer proficient in creating compelling content for diverse audiences, including newsletters, white papers, and scientific publications.

•Analytical Tools: Proficient in analytical BI tools such as Tableau, Python, R, SQL, and data visualization techniques

EXPERIENCE

TECHNICAL SOLUTION SPECIALIST- PRESALES | GENESYS INTERNATIONAL CORPORATION LIMITED
May 2017 – Present | 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.

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.

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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

ACHIEVEMENTS

- Successfully developed competitive and winning bids for significant government projects, including a key project for the state government of Maharashtra and projects for a prominent government survey and geospatial agency in the Middle East, driving substantial organizational growth and business expansion.

- Innovated and implemented a web-based GIS application that streamlined access to blood donor information, significantly improving hospital services and operational efficiency.

- Recognized with FICCI CSR Awards (2015-16) for delivering an impactful outcome report on a rural women farmers' program, effectively showcasing results through thematic maps and demonstrating a commitment to social impact.

- Spearheaded the establishment of a centralized database system, optimizing healthcare data recording, management, and reporting processes to enable informed decision-making and resource allocation.

- Demonstrated leadership by training and managing a large team of over 50 members in successful field data acquisition using GPS technology, ensuring data accuracy and project efficiency.

- Conducted impactful research on respiratory illnesses such as COPD in rural areas, presenting comprehensive impact analysis at prestigious conferences such as the European Respiratory Society's annual event.

- Executed and managed an experimental study on indoor air pollution, employing advanced statistical techniques including linear regression for data analysis, and published findings in peer-reviewed journals with a significant impact factor of 2.4, contributing valuable insights to the scientific community.