



# SHADAB MULLA

BUSINESS STRATEGIST  
SUPPLY CHAIN SPECIALIST  
SIX SIGMA GREEN BELT

## CONTACT

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## SKILLS

**SUPPLY CHAIN MANAGEMENT** |  
Procure-to-Pay • Strategic sourcing  
• Operations • Stakeholder  
management • Demand planner

**STRATEGY** | Data-driven decision  
making • OKRs and KPIs  
• Process Excellence • Problem solving  
• Performance measurement

**LOGISTICS** | Ocean freight • Air Freight  
• Customs & documentation  
• Inventory management • Risk  
management

**BUSINESS DEVELOPMENT** | Project  
management • Negotiation  
• Vendor development • Digital  
Transformation • Market Analysis

**SOFTWARES** | SAP • Power-Bi • ERP •  
Celonis • Microsoft Office  
• Excel- Spreadsheet • Kinaxis

**SUSTAINABILITY** | Circular supply chain  
• Carbon footprint reduction  
• ESG reporting

**LANGUAGES** | English (Business level,  
IELTS 7.5) • Hindi (Native) • Marathi  
(Native) • Japanese (Beginner)

## PROFILE SUMMARY

Business Strategist and Supply Chain Specialist with 4 years of experience driving strategic planning, business development, and operational optimization across the UAE, US, UK, and APAC regions. Adept at stakeholder engagement, cross-functional collaboration, and project execution, delivering measurable outcomes through data-driven strategies.

## WORK EXPERIENCE

**Freee.k.k. Japan** **OCT 2024 - TILL DATE**  
**Business Strategist**

- Redesigned the company's strategic growth roadmap, enabling agile responses to market shifts, enhancing customer satisfaction, and driving a **10% increase in retention and recurring revenue**.
- Developed sales and business development strategies targeting new customer segments, achieving a **12% increase in sales revenue** through tailored go-to-market approaches and personalized customer outreach.
- Designed and implemented **KPI and OKR frameworks** to monitor performance and set measurable goals, achieving 85% of targets and boosting cross-functional alignment by 20%.
- Led product innovation initiatives to enhance employee engagement and optimize workflows for desk and deskless teams, achieving a 20% boost in profitability through **streamlined operations and increased productivity**.
- Harnessed AI-powered tools to identify growth opportunities, craft strategies for new business ventures, and align existing and new products through **effective upselling and cross-selling**, resulting in increased customer dependency.

**Carl Zeiss, Tokyo, Japan** **JUNE 2024 - AUG 2024**  
**MBA Intern- Business Strategist**

- Developed Power BI dashboards to analyze data, identify trends, and uncover opportunities for operational improvement, directly supporting decision-making processes.
- Developed and executed a comprehensive strategic plan, resulting in a **15% cost reduction in operations**.
- Designed and implemented a performance measurement system to track progress against key performance indicators (KPIs), resulting in efficient decision making.
- Facilitated collaboration across cross-functional teams and engaged with stakeholders to ensure alignment on strategic initiatives and actionable insights.

**Hyster-Yale Group, India** **SEPT 2021-JULY 2023**  
**Supply Chain Specialist**

- Implemented end-to-end supply chain visibility solutions, ensuring seamless international goods flow and minimizing delays in critical supply operations.
- Designed and executed risk mitigation strategies for international supply chains, achieving a 40% reduction in disruptions and \$1.2M in cost avoidance through optimized buffer inventory and dual-sourcing solutions.
- Led cross-functional consulting projects for 15+ clients, implementing data-driven supply chain strategies that resulted in an average of 30% cost reduction and **40% improvement in operational efficiency**.
- Managed client relationships, exceeding expectations consistently by delivering high-quality Power-Bi dashboards and business analysis presentations.

# EDUCATION

2023 - 2024

## GLOBALIS UNIVERSITY, JAPAN

- MBA, Strategy & Operation
- Credits: 54.5 / 60

2017 - 2020

## PUNE UNIVERSITY, INDIA

- Mechanical Engineering
- GPA: 7.89 / 10

## Tria Industries, India

Oct 2020-Aug 2021

### Junior Engineer

- Managed \$4.2M in annual international logistics operations, maintaining a 95% on-time delivery rate through process optimization and proactive vendor coordination.
- Led supplier optimization projects, achieving **23% cost savings** across 20+ SKUs through data-driven sourcing strategies.
- Spearheaded supplier quality program, reducing non-conformance reports by 35% of 30+ suppliers.

## Japan Market Expansion Competition (JMEC) (Tokyo, Japan)

### Participant and Intern

Nov 2023-May 2024

- Assisted a **Coca-Cola Bottlers Japan** with client acquisition through implementing AI & digital transformation.
- Conducted a thorough analysis of the market, competitors, and financials, and subsequently developed a comprehensive growth strategy with a specific timeline.
- Proposed an exit plan to ensure a successful transition out of the market when the time is right.

# SIX SIGMA PROJECTS

- **Project 1: Lead-time reduction in equipment delivery from supplier facility to nearest port.**
  - Reduced average tool delivery delays from 24 days to 19 days by utilizing Pareto chart analysis and conducting targeted supplier and logistics partner meetings to address root causes.
  - Achieved **80% faster delivery** and **\$12,950 in savings per shipment** by addressing invoice and dimensioning issues through structured root cause analysis.
- **Project 2: Cost reduction in tool delivery by tailored packaging**
  - Developed stackable packaging solution, **reducing shipping costs by \$59,500** while decreasing carbon footprint through improved container utilization.

# CERTIFICATIONS AND ACHIEVEMENTS

- Developed and implemented a go-to-market strategy for a food startup in India, driving a **16% sales increase within three months** through targeted customer engagement and market analysis| 2021
- Led a team of 25 students representing my college in National Level Go-Kart Competitions | 2018 - 2020