

Vikram Anand

Strategy & Operations Leader

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Profile

Strategy and operations leader with 15 years across management consulting, consumer goods and logistics. Built and scaled businesses from ₹50 crore to ₹900 crore and led teams of up to 600 people.

Professional Experience

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| 2021 – Present | Chief Operating Officer
<i>Tidewater Logistics</i> <ul style="list-style-type: none">Run operations for 40 warehouses, 3,000 vehicles and 600 staff; revenue up from ₹420 crore to ₹900 crore.Cut cost per shipment by 17% through network redesign and automation.Lead the board-level transformation programme and quarterly investor reviews. |
| 2016 – 2021 | Vice President, Strategy
<i>Saffronleaf Foods</i> <ul style="list-style-type: none">Built the D2C channel from zero to ₹120 crore; led 3 acquisitions worth ₹300 crore.Ran annual planning and capital allocation for a ₹2,500 crore business. |
| 2011 – 2016 | Engagement Manager
<i>Vantage Point Consulting</i> <ul style="list-style-type: none">Led 20+ strategy and operations projects for consumer, retail and logistics clients in India and the Middle East. |
| 2007 – 2009 | Graduate Engineer
<i>Kestrel Mobility</i> <ul style="list-style-type: none">Production planning for an assembly line of 900 vehicles a day. |

Education

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|-------------|---|
| 2009 – 2011 | MBA, Strategy and Finance
<i>Bramwell School of Business</i>
Dean's Honour List |
| 2003 – 2007 | B.Tech., Mechanical Engineering
<i>Northern Institute of Engineering & Technology</i> |

Certifications

- Lean Six Sigma Black Belt
- Board directorship programme (2022)

Awards & Honours

- CEO Award for Transformation, Tidewater Logistics (2023)

- Top 40 under 40 in supply chain, industry magazine list (2019)

Teaching & Training

- Guest faculty, Operations Strategy, Sunrise Institute of Management (2019–present)
- Mentor, startup accelerator programme (2020–present)

Committees & Community

- Board member, Sahyog Foundation (education NGO) (2018–present)
- Speaker at 12 industry conferences on logistics and growth

Talks & Presentations

- Contributed talk: “Measuring trade costs and regional growth”, Economic Policy Letters, Chennai, 2026.
- Keynote: “Scaling female labour force participation”, Working Paper Series, Centre for Policy Research, Chennai, 2026.
- Seminar: “Understanding school meals and attendance”, Working Paper Series, Centre for Policy Research, Singapore, 2025.
- Invited talk: “Evidence on rural employment guarantees”, Economic Policy Letters, Singapore, 2025.
- Keynote: “A study of rural employment guarantees”, Economic Policy Letters, Bengaluru, 2024.
- Contributed talk: “Revisiting microfinance and household resilience”, Annual Conference on Development Economics, Berlin, 2024.
- Contributed talk: “A study of microfinance and household resilience”, Annual Conference on Development Economics, London, 2023.
- Keynote: “Understanding monsoon shocks and food prices”, Annual Conference on Development Economics, Pune, 2023.

Skills

Leadership: P&L ownership, M&A integration, transformation, board reporting

Functional: Network design, pricing, procurement, analytics (SQL, Power BI)

Languages: English, Hindi, Marathi

References

Available on request.