

Srivarthaan Balasundaram

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EDUCATION

National University of Singapore, NUS Business School, Singapore <i>PhD in Management (Strategy and Policy)</i>	August 2026 – Present
University of Illinois Urbana-Champaign, Gies College of Business, USA <i>MS in Management</i>	August 2024 – May 2025
PSG College of Technology, Anna University, India <i>BE Biomedical Engineering</i>	July 2021 – May 2024

RESEARCH EXPERIENCE

Research Assistant – Strategy (Prof. Deepak Somaya) Gies College of Business, University of Illinois Urbana-Champaign	October 2025 – March 2026
- Assisted in faculty research on the strategic use of artificial intelligence in organizational growth and entrepreneurial contexts, integrating insights from Strategy, Economics, and Information Systems - Conducted a structured literature review analyzing how AI transforms cost structures, resource coordination, and market competition across industries - Critically evaluated theoretical and empirical work linking AI adoption, venture dynamics, and capital market outcomes, contributing to framework refinement for future testing	

TEACHING EXPERIENCE

BMP5000 Jumpstart Programme, NUS Business School <i>Teaching Assistant for Dr. Janet Wee (MSc Management Module, Fall 2026)</i>

AWARDS

NUS Research Scholarship, National University of Singapore

WORK EXPERIENCE

Lead Consultant, Wayfair (Experiential Learning) Boston, Massachusetts	January 2025 – May 2025
- Directed a 7-person team in analyzing the USD 108.6B logistics and fulfillment industry; findings informed leadership's evaluation of market opportunities and strategic resource allocation Developed a brand positioning strategy aligned with Wayfair's long-term logistics objectives by integrating quantitative data and customer behavior insights Built interactive Tableau dashboards visualizing competitive dynamics and logistics KPIs, referenced weekly by the leadership team and used in over 10 strategic review meetings to support data-driven decision making	
Strategy Consultant, UFP Packaging (Experiential Learning) Grand Rapids, Michigan	August 2024 – December 2024
Led a market expansion initiative by restructuring product offerings across the automotive, aerospace, healthcare, and energy sectors, improving customization efficiency by 30% Mapped \$30.2B in total industry spend across seven sectors and identified high-margin entry opportunities that redirected strategic focus toward the automotive and healthcare industries, shaping the firm's long-term growth priorities Delivered strategic insights that contributed to a 20% rise in targeted sector investments and a 10% reduction in non-performing assets, strengthening operational focus	
Business Development Intern, Bull Agro Implements, Coimbatore, India	December 2023 – May 2024
Supported strategic growth initiatives by coordinating collaboration between technical and business units during development of a new industrial solution, resulting in a 15% improvement in operational efficiency Analyzed market data and customer feedback from over 30 structured interviews and field observations, identifying unmet industrial needs that shaped leadership's short-term expansion priorities	

SKILLS

Languages: English (Fluent), Tamil (Native), Deutch (Intermediate)
Tools: Microsoft office Suite, Power BI, Tableau, R, Python, STATA