



ANIKA MENON

Strategy Consultant

market analysis, competitive research, scenario planning

Jaipur, India | anika.menon@example.com | ROLE 19-06

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Strategy Consultant with an illustrative 16-year career in organisational leadership, strategy and advisory delivery. Combines market analysis, competitive research, scenario planning with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes market entry appraisal, portfolio prioritisation and strategic partnership assessment. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced strategy consultant opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Strategy. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

16 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

market analysis / competitive research

scenario planning / business cases

growth strategy / portfolio analysis

executive presentation / research synthesis

PROFESSIONAL MISSION

Turn a clear brief into dependable organisational leadership, strategy and advisory delivery work: understand the context, apply market analysis and competitive research, record the evidence and explain the limitations before handover.

Career family: Leadership & Management Consulting | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Strategy Consultant

Meridian Strategy Partners (fictional)

Jul 2019 - Present | Jaipur, India

Independent ownership of scoped strategy consultant work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Evaluated segments and stated research limitations.
- Built comparable strategic options and sensitivities.
- Led brief clarification and prioritised work using market analysis, competitive research and scenario planning. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a strategy or operating model brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of business cases and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Strategy Consultant

Northline Strategy Partners (fictional)

Jul 2015 - Jun 2019 | Jaipur, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in scenario planning and business cases.

- Mapped capabilities and implementation dependencies.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied growth strategy and portfolio analysis to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a implementation review and learning note so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Make strategic choices explicit through options, assumptions and decision ownership.
- Connect resource commitments to measurable operating priorities and review evidence.
- State the limits of analysis and distinguish team results from individual leadership contribution.

PROFESSIONAL EXPERIENCE / EARLIER

Strategy Consultant

Cedarbridge Strategy Partners (fictional)

Jul 2012 - Jun 2015 | Jaipur, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving market analysis and competitive research using a documented preparation and review process.
- Supported portfolio prioritisation by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through executive presentation and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Strategy Consultant

Cedarbridge Strategy Partners (fictional)

Jul 2010 - Jun 2012 | Jaipur, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with market analysis and scenario planning within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Market entry appraisal. Evaluated segments and stated research limitations. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Portfolio prioritisation. Built comparable strategic options and sensitivities. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Strategic partnership assessment. Mapped capabilities and implementation dependencies. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Market entry appraisal

P1 | Jan 2020 - Jun 2020 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in organisational leadership, strategy and advisory delivery; not a real client case study.

Problem. A new market proposal lacked a clear demand case.

Objective. Create a workable response to this issue through market analysis, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Strategy Consultant; owned the stated workstream, not the full organisation or every collaborator contribution.

- Evaluated segments and stated research limitations.
- Prepared the scope with the commissioning team, identified unresolved inputs and used market analysis to turn the brief into a sequenced work package.
- Applied competitive research and scenario planning while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. market analysis / competitive research / scenario planning / business cases

Deliverables. Market entry appraisal - scoped brief; Market entry appraisal - reviewed working package; Market entry appraisal - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a strategy or operating model brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for market entry appraisal, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): strategy or operating model brief; scenario and decision record; implementation review and learning note.

SPECIALIST PRACTICE

Leadership attribution

The sample focuses on market analysis, competitive research, scenario planning. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on market analysis and business cases for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of portfolio prioritisation, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

All organisations and decisions are fictional; no board appointment, investment mandate or turnaround claim is verified.

SELECTED WORK / 02 AND 03

Portfolio prioritisation

P2 | Jan 2021 - Jun 2021 | Meridian Strategy Partners (fictional)

Problem. Business units used incompatible investment criteria.

Objective. Create a workable response to this issue through competitive research, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Strategy Consultant; owned the stated workstream, not the full organisation or every collaborator contribution.

- Built comparable strategic options and sensitivities.
- Prepared the scope with the commissioning team, identified unresolved inputs and used scenario planning to turn the brief into a sequenced work package.
- Applied business cases and growth strategy while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. competitive research / scenario planning / business cases / growth strategy

Delivered. Portfolio prioritisation - scoped brief; Portfolio prioritisation - reviewed working package; Portfolio prioritisation - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for portfolio prioritisation, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): strategy or operating model brief; scenario and decision record; implementation review and learning note.

Strategic partnership assessment

P3 | Jan 2016 - Jun 2016 | Northline Strategy Partners (fictional)

Problem. Potential deals lacked a clear value-creation model.

Objective. Create a workable response to this issue through scenario planning, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Strategy Consultant; owned the stated workstream, not the full organisation or every collaborator contribution.

- Mapped capabilities and implementation dependencies.
- Prepared the scope with the commissioning team, identified unresolved inputs and used growth strategy to turn the brief into a sequenced work package.
- Applied portfolio analysis and executive presentation while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. scenario planning / business cases / growth strategy / portfolio analysis

Delivered. Strategic partnership assessment - scoped brief; Strategic partnership assessment - reviewed working package; Strategic partnership assessment - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for strategic partnership assessment, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): strategy or operating model brief; scenario and decision record; implementation review and learning note.

EDUCATION AND SPECIALIST LEARNING

MBA in Strategy

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2008 - May 2010 | completed - fictional record
Focus: market analysis, competitive research, business cases. Specialist study on market entry appraisal; an illustrative learning project, not a published result.

B.Sc in Economics

Cedarhaven College of Applied Studies (fictional institution)
Jul 2005 - May 2008 | completed - fictional record
Focus: scenario planning, growth strategy, portfolio analysis. Applied coursework in market analysis, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Executive decision-making workshop (2023). Market analysis and business cases in the context of strategy consultant work. Used reflective exercises and a bounded practice example related to market entry appraisal.

Organisation design case studio (2024). Competitive research and growth strategy in the context of strategy consultant work. Used reflective exercises and a bounded practice example related to portfolio prioritisation.

Board communication practicum (2025). Scenario planning and portfolio analysis in the context of strategy consultant work. Used reflective exercises and a bounded practice example related to strategic partnership assessment.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

All organisations and decisions are fictional; no board appointment, investment mandate or turnaround claim is verified.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: anika.menon@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.