

Nikhil Sharma

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PROFESSIONAL SUMMARY

Strategy and market intelligence professional with ~9 years of deep sector experience spanning telecom (APAC and MEA operator landscape), ICT and emerging technologies (generative AI, synthetic data, startup ecosystems), and industrial technology (compressors, filtration, data center infrastructure). Currently **leading a team of 5 analysts** for a direct client account. Consistent track record of translating ambiguous executive problems into structured **research frameworks** that drive product roadmap, GTM, and investment decisions. Proven in scoping and delivering client engagements end-to-end, from framing research questions to presenting findings to senior leadership. Active practitioner of AI-enabled research workflows. **MBA in International Business & Marketing with a Computer Science degree.**

EXPERIENCE

Manager, TMT Intelligence (Promoted from Assistant Manager in April 2026) | [Netscribes](#), embedded with [Atlas Copco Group](#) Pune, India • Feb 2024 – Present

- Partner with senior leadership to **define research scope** across industrial technology segments, delivering market sizing, competitive positioning, regulatory scenario analysis, and opportunity assessments that feed directly into product roadmap and GTM decisions.
- Develop and present **scope proposals across budget scenarios**; manage client expectations on approach, outcomes, and timelines. Grew direct client engagement by 50% over two years; broader delivery contributions extend influence across a multi-fold engagement.
- **Lead and mentor** a team of 5 analysts (direct reports), setting research standards, reviewing outputs, and maintaining delivery quality across concurrent client engagements.
- **Shaped product roadmap** for a medical filtration sub-brand through competitive strength mapping and market opportunity modeling; defined target market priorities for a data center tightening solutions GTM launch via supply landscape and demand signal analysis.
- Leading development of **a new market intelligence solution** within the industrial compressors segment, contributing to Netscribes' service expansion and internal productization.

Senior Analyst, Disruptive Tech | [GlobalData](#) Hyderabad, India • Jan 2023 – Jan 2024

- Led research for Startup Series **insight reports on Generative AI, Synthetic Data, and adjacent emerging technologies**, scoping trends, mapping startup product landscapes, and coordinating across internal data teams to produce market-ready reports.
- Designed AI-assisted writing workflows for repeatable report sections, cutting **average per-report turnaround by 20%** and freeing analyst capacity for higher-judgment research tasks.
- Improved **retrieval accuracy on GlobalData's internal AI platform** by optimizing discovery prompts across archived research reports.

Founder & Operator | [Independent Restaurant Venture](#) Pune, India • Sept 2021 – Dec 2022

- Took a professional break to build and operate a restaurant business from scratch, end-to-end, covering P&L, vendor management, staffing, and marketing.

Senior Analyst, Telecom Research (Promoted: Associate → Analyst → Senior Analyst) | [SG Analytics](#), embedded with [Omdia](#) Pune, India • Jul 2019 – Aug 2021

- Covered SEA & India telecom operators, including Jio, Bharti Airtel, Singtel, Axiata, Telkom Indonesia, and Viettel, producing **~12 research reports annually plus bi-annual regional forecasts**, consumed by operator strategy teams, vendors, and investment-side clients across the region.
- Authored **bi-annual regional forecasts** by applying qualitative market judgment to mathematically modelled baseline numbers from internal data teams; primary contact for client queries on forecast rationale, operator movements, and event-driven intelligence (e.g., COVID impact assessments), typically resolved within 1–2 days.
- In the final 1.5 years, **took ownership of team escalations, RCA documentation, and SLA performance analysis for the embedded team, presenting findings, forward risk flags, and team highlights to senior Omdia leadership** on a bi-monthly cadence alongside peer managers from other FTE engagements. Also mentored new joiners and junior data analysts on research methodology and regional context.

Analyst, Telecom Research | [SG Analytics, embedded with Omdia](#) Pune, India • May 2016 – Jun 2019

- Joined Omdia's embedded research team as Associate Analyst and progressed to Analyst, tracking MEA telecom sector developments including M&A activity, spectrum auctions, and competitive dynamics for Omdia's core benchmarking products.
- Worked cross-functionally with internal forecasters, data engineering, topical analysts, and regional teams to calibrate and finalize landscape numbers underpinning Omdia's flagship telecom benchmarking suite.

EDUCATION

MBA, International Business & Marketing, Symbiosis Institute of International Business, 2016

B.E., Computer Science, Panjab University, 2013

CERTIFICATIONS

Lean Six Sigma Green Belt (CSSGB) [Physical Certificate]

Anthropic AI Fluency [[Credential link](#)]

CORE SKILLS

Strategy & Intelligence: Market Sizing & Forecasting, Competitive Intelligence, Regulatory & Scenario Analysis, Opportunity Assessment, GTM & Product Strategy Support

Sector Expertise: Telecom (APAC and MEA operator landscape, 5G, digital transformation) | ICT and Emerging Tech (Generative AI, Synthetic Data, startup ecosystems) | Industrial Technology (compressors, filtration, data center infrastructure)

Delivery & Client Management: Proposal Development & Scoping, Stakeholder Management, Vendor Management, Team Leadership, Client Engagement

Research Methods: Primary & Secondary Research, Competitive Benchmarking, Data Modeling, AI-Enabled Research Workflows

Tools: Power BI, Excel, PowerPoint, Word, Claude, ChatGPT

Familiar Secondary databases: CapIQ, Factiva, DnB Hoovers, RocketReach, Open macro databases from World Bank, IEA, etc.