

Nikhil Sharma

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PROFESSIONAL SUMMARY

Strategy and market intelligence professional with approximately **10 years of experience** across industrial technology (compressors, filtration, data center infrastructure), telecom (APAC and MEA operator landscape), and ICT and emerging technologies (generative AI, synthetic data, startup ecosystems). Currently leads multi-client research and advisory delivery at Netscribes, owning scoping, staffing, budgets, and client relationships across concurrent **market assessment, GTM strategy, and competitive intelligence engagements** for end clients. Previously ran an embedded intelligence team inside Atlas Copco's market intelligence function, growing the account's billable footprint with Netscribes by 50 percent and **delivering advisory research worth ~500K USD**. Active practitioner of AI-enabled research workflows. MBA in International Business and Marketing; B.E.in Computer Science.

PROFESSIONAL EXPERIENCE

Manager, TMT Intelligence | Netscribes

Pune, India | April 2026 - Present | Multi-client industrial and B2B portfolio

- Lead delivery across a portfolio of concurrent research and advisory engagements for B2B industrial clients, spanning market assessment, market entry analysis, GTM strategy support, and competitive intelligence.
- Own engagements end-to-end: scope the brief with the client, define approach, staff analysts, and manage timelines and budgets, while remaining hands-on lead on the analytically heaviest projects.
- Direct a working team of 6 to 8 analysts across parallel projects (5 formal direct reports plus project-assigned resources), acting as primary client relationship owner across accounts.
- Support the commercial front end: author RFP responses and proposal material, and develop client-facing case studies from delivered engagements. Design and co-present client workshops, promoting delivery experience and case evidence into sessions for prospective and existing clients.
- Continue to drive a self-initiated internal market intelligence product for a specific industrial segment, led from concept through business case approval, cross-team user research, and solution design; currently in engineering scoping.

Assistant Manager, TMT Intelligence | Netscribes, embedded with Atlas Copco Group

Pune, India | February 2024 - March 2026 | Promoted to Manager, April 2026

- Led advisory engagements for Atlas Copco product VPs and directors spanning pre M&A support, market entry analysis, GTM strategy support, and competitive positioning across industrial compressors, filtration, and data center infrastructure segments.
- Delivered and advisory research worth **~\$500K (team-wide)** with approximately 20% billed as an IC over 2.5 years.
- Grew the account's direct billable footprint by 100 percent over 2.5 years, from 3 to 6 embedded headcount, through consistent delivery of high-quality strategic research. Converted three project-based engagements into recurring revenue streams, including a standing quarterly investment tracker and a 400+ hour follow-on engagement.
- Led long-term competitive intelligence engagements for a **medical filtration sub-brand**; surfaced unmapped competitive gaps and product announcement clusters that directly informed the engineering team's 5-year product roadmap. Defined target market priorities for a **data center tightening solutions GTM launch** through supply landscape and demand signal analysis; delivery quality **secured a follow-on** engagement covering drone manufacturing and defence applications across the US and Europe.
- Built and developed a team of 5 direct reports; turned around an underperforming analyst through structured weekly coaching, resulting in **two internal client award wins** within one year.

Senior Analyst, Disruptive Tech | GlobalData

Hyderabad, India | January 2023 - January 2024

- Led research and production of Startup Series insight reports across Generative AI, Synthetic Data, FinTech, HealthTech, and AgriTech; scoped technology trends, mapped startup product landscapes, and coordinated across internal news and investment tracking teams to expand coverage.
- Designed and implemented a ChatGPT-assisted writing workflow for repeatable report sections, reducing per-report turnaround by 20 percent (approximately 5 days on a 25-day cycle) and freeing analyst capacity for higher-judgment research tasks.
- Improved retrieval accuracy on GlobalData's internal RAG-based intelligence platform by writing and pinning system-specific discovery prompts across the team's published research portfolio.

Founder and Operator | Independent Restaurant Venture

Pune, India | September 2021 - December 2022

- Founded and operated an Italian-themed cafe and cloud kitchen end-to-end, managing P&L, vendor sourcing, staffing (up to 4 employees), and marketing across 15 months; exited upon identifying structurally unviable unit economics driven by aggregator platform dependency.

Senior Analyst, Telecom Research | SG Analytics, embedded with Omdia

Pune, India | July 2019 - August 2021 | Promoted from Analyst

- Represented a 6-person embedded team in bi-monthly executive review calls with Omdia product heads and divisional VPs, covering SLA performance, quality root cause analysis, forward risk flags, and team agenda; stepped up when the manager-level role was eliminated. Redesigned the team's SLA quality measurement framework from a binary complaint-counting system to a weighted ratio-based model with error categorisation, improving team defensibility and client-side transparency.
- Covered SEA & India telecom operators, including Jio, Bharti Airtel, Singtel, and more, producing ~12 operator strategy, 3+ digital transformation deep dives, 10+ thought leadership (including spectrum pricing benchmarking, competitive positioning, and infrastructure sharing dynamics), and ~5 country-dynamic reports annually; plus bi-annual regional forecasts, consumed by operator strategy teams, vendors, and investment-side clients across the region.

Analyst, Telecom Research | SG Analytics, embedded with Omdia

Pune, India | May 2016 - June 2019 | Joined as Associate Analyst; promoted at the end of the year to Analyst

- Tracked MEA telecom sector developments including M&A activity, spectrum auctions, and competitive dynamics for Omdia's flagship benchmarking products; built deep regional expertise across two distinct markets, MEA then SEA and India, over the full tenure.
- **Project:** managed a global data quality initiative covering 350+ operators across 80+ countries as a junior analyst, coordinating analysts across geographies in parallel to regular responsibilities; recognised with the **SGA Star Award**.
- Collaborated cross-functionally with internal forecasters, data engineering, and regional teams to calibrate landscape numbers for Omdia's telecom benchmarking suite.

EDUCATION and CERTIFICATIONS

- **MBA, International Business & Marketing**, Symbiosis Institute of International Business, 2016
- **B.E., Computer Science**, Panjab University, 2013
- Lean Six Sigma Green Belt [Physical Cert]; Please see [LinkedIn](#) for recent AI-related trainings and certifications

CORE SKILLS

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

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

Tools: Power BI, Excel, PowerPoint, Word; **Familiar Secondary databases:** CapIQ, Factiva, DnB Hoovers, RocketReach, **Open macro databases** from the World Bank, IEA, etc.