

Debleena Roy

7 Years 8 Months Overall Experience

Debleena is an IIT Bombay graduate pursuing MBA at IIM Indore, with 7.5+ years of professional experience with Accenture Strategy & Consulting and multiple renowned startups. Bringing experience with deep expertise in sourcing & procurement strategy, digital transformation, process improvement, product management, strategy consulting, data-driven marketing campaigns, contract management and growth strategy. She has worked across chemical, mining, energy, manufacturing, consumer tech sectors in India, Japan, ANZ, and South African market

Industry

- Chemical and Natural resources
- Biofuel
- Strategy Consulting

Functional Areas

- Category Management
- Product Development
- Strategy
- Procurement & Supply Chain
- Consulting
- Retention & Growth Strategy
- Founder's Staff
- Research

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-26

Indian Institute of Technology, Bombay (IITB)

Master's in Biotechnology

2015-17

St. Xavier's, Kolkata

Bachelor of Science in Microbiology

2012-15

Certification

Business Strategy & Financial Performance" by INSEAD

Practical insights into linking strategic planning with financial outcomes. Explored tools like Vstrat to apply Blue Ocean Strategy, map industry value chains, and identify profitable differentiation opportunities using AI-driven strategic ideation.

2024

Japanese Language Training by Nihongo Center

Business Level Japanese Language Training

2017

Accomplishment

Merit Scholarship

Awarded Merit Scholarship by the Department of Biotechnology (DBT), Govt. of India for securing AIR 9 in JAM 2015

Dr. Kalam Fellowship

Awarded Letter of Recommendation by CDRI & Dr. Kalam Fellowship (1st applicant out of 4000 applicants)

IIM Indore Placement Team

Working with 10 Placement Committee members for providing recruitment opportunities to EPGP batch by conducting initiatives such as resume building session, mock interviews etc.

IIT Bombay Placement Team

Worked with a team of 140+ representative to bring 400+ recruiters for an end-to-end recruitment process

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-26

Indian Institute of Technology, Bombay (IITB)

Master's in Biotechnology

2015-17

St. Xavier's, Kolkata

Bachelor of Science in Microbiology

2012-15

Experience

Accenture Strategy & Consulting. India

3 Years 5 Months

Management Consultant

Oct' 21 - Mar' 25

- Formulated, executed, and led a comprehensive sourcing strategy, driving sourcing excellence across critical strategic domains encompassing Civil, Mechanical, and Electrical disciplines for a South African Mining Client
- Managed **end-to-end sourcing** including RFP launch, supplier evaluation, commercial negotiation, contract negotiation & management and award; **delivering ~20% annual savings** (avg. $12M spend)
- Achieved **14% reduction in equipment downtime and asset loss** by leading the **deployment of RFID-enabled maintenance** system for a top-tier Australian mining client
- Co-led **Workday-enabled digital HR transformation** for a leading Japanese steel major; developed **adoption SOPs** and executed **end-to-end change management** across business
- Actively drove business development in Japan market by leading proposals, sales pitches & stakeholder relationships
- Received **fast track promotion** and Accenture's "Above & Beyond" award for consistent exemplary project delivery

Trell Experiences Pvt. Ltd., India

7 Months

User Retention & Growth Strategy Manager

May' 21 - Sept'' 21

- Led growth for 3 regional languages and **defined content strategy** through digital marketing & content insights, user persona & engagement analysis and user journey improvement; **user retention rose by 7%** (month-on-month)
- Spearheaded multiple marketing campaigns using strategies developed through **SEO optimization & Keyword Analysis**

Collegedunia, India

8 Months

CEO's Staff

Jul' 20 - Feb' 21

- Managed & built a community hosting 1500+ NRI students across the Globe, boosting website traffic by 20%
- Created a Global Community of students on social media platforms (Facebook, Instagram, LinkedIn) with 3000+ followers

Urban Company, India

1 Year

Category Manager

Jul' 19 - Jun' 20

- Led **Pan-India product & category launches** across 5+ verticals (AC, Salon, Cleaning) through product innovation & development, vendor onboarding, market research, cost negotiation, demand planning & supply chain optimization
- Delivered **12% margin uplift** via -commerce strategy including stakeholder management, private label launches, QC setup, supply chain redesign, and procurement centralization
- Improved NPS ratings of products from 3.5 to 4.5+ by quality improvement, product innovation and development



Sekisui Chemical Pvt. Ltd., Japan

2 Years

Business Development & Product Manager

Jul' 17 - Jun' 19

- **Enhanced Plant design** to increase process yield by reducing contamination from 40% to 5% (Patent in Japan)
- Analysed microbial genome to develop robust microbes by gene-editing for production of Biofuel from waste
- Initiated **global recruitment & D&I programs**