



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

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|---|
| 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

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| 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

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| 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 |

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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**