



Arnab Basu is an author and global expert on strategic innovation, predictive analytics and online/corporate entrepreneurship.

Professional Experience:

He amalgamates expertise on strategy, innovation and business models (both corporate and e-commerce), predictive analytics, insights on execution, new ways of working, creating info products and organizational transformation.

Arnab partners with leadership teams and their organizations to discover opportunities for new growth, develop breakthrough strategies and innovative business models using Predictive Analytics to seize those opportunities and transform their organization to execute the new strategy.

Arnab has worked with majority of the top firms, including Fortune 500 companies in India including many Government & Government departments. He has worked for more than a decade at McKinsey & Co holding strategic consulting positions and have contributed to many high impact consulting assignments around the globe.

At McKinsey, he held various responsibilities such as Entrepreneurial and corporate senior-level management experience in high-tech leadership - sales, business development and daily operations for retail, education, pharmaceuticals, e-commerce, digital marketing & Government sectors, consumer products, wholesale, manufacturing and supply chain environments.

Arnab has been contributing regularly to McKinsey Quarterly, now called Insights. He had been awarded the Best Consultant Award Worldwide by McKinsey in 2011.

Education:

Arnab is a Gold Medalist in PGDCM from IIM Calcutta post his under graduation in Computer Sciences(Topper) and is awaiting his Doctorate (Thesis Title: The Underlying Foundations of Business Model Innovation with Analytics: A Framework for Sustainability using Dynamic Capabilities Model) from MIT Sloan.

Other Accomplishments

Arnab has been invited as Honorary Speaker to speak on Analytics and Innovation on CIO SUMMIT, AMCHAM sponsored Redefining Innovation Summit, many Engineering and MBA Institutions and Government Conferences.

He has written books on a wide range of topics including e-commerce, analytics, social media strategies, leadership and the likes.

In 2017, he was awarded the Budding Entrepreneur Award by Gulf Maharashtra Business Forum.

Few organizations Arnab had the pleasure to work with



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