



VINAYAK SINGH

FINANCE ANALYST

CONTACT

+33 7 45 75 64 86

vinayak.singh94661@edhec.com

[LinkedIn Profile](#)

EDUCATION

EDHEC BUSINESS SCHOOL FRANCE
2023 – 2026

DOUBLE MASTERS (Grande école)

- Master in Management
- MSc in Finance, Strategy & Consulting

EDHEC Dean's List, Top 10% of 800 students

PARUL UNIVERSITY

2016 – 2020

Bachelor of Technology –
Mechanical Engineering

SKILLS & TOOLS

FINANCE & ANALYTICS

- Consolidation Accounting
- Break Even Analysis
- Benchmarking
- Power BI | Oracle HFM
- Advanced Excel (Modelling, Pivots)
- Tableau | Think Cell
- SQL | Python

OTHER TOOLS

- Java | Miro Board
- PowerPoint
- Adobe Creative Cloud

SOFT SKILLS

- Financial Modelling
- Strategic Decision Making
- Executive Communication
- Cross Functional Collaboration
- Process Optimization

LANGUAGES

- English (Native)
- French (Intermediate, B2)
- Hindi (Native)

PROFILE

Strategy Analyst with 4+ years in structured problem solving and executive communication across FMCG and consulting. Led a strategic analysis of the €1.8T European construction sector, identifying €50B in growth opportunities. Combines sharp analysis with the ability to present and persuade at the C suite level.

WORK EXPERIENCE

McCain – Lille, France

Oct 2025 – Mar 2026

Strategy Consultant

- Led a 5-person consulting engagement for McCain France, developing a strategic roadmap to transform a **€300K** transactional CSR partnership with NGO Lazare into a scalable retail driven shared value model
- Benchmarked **16** global corporate/NGO partnerships across 5 maturity criteria, identifying a **16.8**-point gap between McCain's current state and industry's best practice
- Designed a retail **go-to-market** activation plan for retail partner Auchan including co-branded packaging, POS materials, checkout donation mechanics, and in store experience concepts
- Delivered a **3-year** phased implementation plan with KPI governance framework covering brand equity, retail performance, and social impact metric.
- Applied **SCQA**, issue tree decomposition, **PESTEL** horizon scanning, and foresight methodology grounded in academic and institutional data sources

Royal Canin (Mars Inc.) – Aimargues, France

Jan 2025 – Jul 2025

Strategy & Finance Analyst – CFO Office

- Synthesized marketing performance data across **40+ global regions** (€600M) into periodic risk reports that informed senior leadership reallocation decisions
- Built a cross functional 'Size of Price' model **enabling go/no go** decisions on new market opportunities
- Redesigned the Global Marketing dashboard, now the **primary strategic decision tool** for the Global Leadership Team
- Integrated multi-level views into the Financial Performance Deck, enabling self-serve strategic analysis for business stakeholders

Centre for Net Positive Business | UNESCO – Lille, France

Jul 2024 – Dec 2024

Strategy Analyst

- Led a 6-month strategic analysis of the **€1.8T** European construction sector, identifying 5 high impact growth strategies with **€50B** potential
- Rebuilt the Trends 2050 data pipeline, achieving a **75%** efficiency gain in reporting capability
- Drove cost negotiations delivering a **15% budget** reduction and **22% efficiency** improvement, **3x above** industry benchmarks.

Cognizant Technology Solutions – Pune, India

Nov 2020 – Apr 2023

Senior Analyst – Financial Applications

- Developed and maintained billing applications used by **3 million end users**, ensuring system accuracy critical to revenue collection and financial operations at scale.

ACHIEVEMENTS

- L'Oréal Brandstorm 2024 Semifinalist** – Top 1% globally (40 of 5,000 teams), Paris
- LVMH Open Innovation** – Led winning team in music collaboration project, awarded 'Customer Preference Award', Paris