Dhanashri Landge

📞 +91-8806902412
✉ Dhanashri7592@gmail.com
📍 Hadapsar, Pune
in LinkedIn Profile

Senior Market Research Analyst with **9+ years** in the ICT sector, specializing in client engagement and consulting projects. Founder & CEO of **Attinexis Edtech and Learning LLP**, focused on campus-to-corporate learning and career readiness. Skilled in client interactions, data analysis, and market trend forecasting, delivering actionable insights that support data-driven decision-making and stakeholder value.

Leadership & Entrepreneurship:

Founder & CEO, AttiNexis Learning and Edtech LLP | Pune
July 2025 - Present

- **Building an education initiative** focused on bridging the campus-to-corporate gap through life skills, career readiness, and professional training.
- Designed and delivered learning programs on **corporate readiness, communication, and critical thinking.**
- Driving partnerships with academic institutions and managing end-to-end program development and execution.

Corporate Work Experience:

Sr. Research Analyst, Mordor Intelligence Pvt. Ltd. | Hyderabad
May 2023 – Present

- Managed **end-to-end client engagement** and project delivery, including requirement gathering, feedback resolution, and query management.
- Specialized in **telecom and networking topics**, delivering insights that generated **$1M+ in annual revenue** for the ICT domain.
- Mentored team members, enhanced their expertise in research methodologies, and contributed to **domain-building initiatives** by identifying emerging research topics.
- Led teams of 4-5 members to design project scopes and templates, delivering high-quality outputs within **one-week deadlines**.

Sr. Research Analyst, MarketsandMarkets Research Pvt. Ltd. | Pune
Nov 2016 - May 2023 (6.5 Years)

- Authored over **100 reports** on collaboration technologies, telecom, mobility, networking, and smart technology, serving **Tier 1 and Tier 2 clients** such as IBM, Cisco, AWS, and Facebook.
- Led a team of **10–12 members**, delivering high-quality syndicate and consulting research while managing customization projects worth **$30,000+ annually**.
- Conducted **market analyses**, covering competition, market dynamics, and rankings, and collaborated with Tier 1 market experts (e.g., Microsoft, Cisco).
- Produced a variety of deliverables, including **research reports, white papers, presentations**, and website content (PR and RD).
- Applied **Market Engineering (ME)** and primary/secondary research to scope markets, identify unmet needs, and deliver actionable insights.

Skills

- Entrepreneurship & Business Strategy
- Curriculum & Program Development
- Public Speaking & Training Delivery
- Market Scope & Segmentation
- Client interaction & query resolution
- Industry Trend analysis
- Primary interviews & questionnaire design
- Data interpretation
- Research content writing & analysis
- Market research and engineering

Nature of Projects

- Market Opportunity Identification
- Sales Orderbook Building
- Tender Opportunity Analysis
- GTM Analysis
- Price Forecasting
- Industry Trend Analysis
- Market sizing and segmentation
- Competitive/Sales Intelligence
- Country-level Customization
- Sales Battlecards

IT Proficiency

- GenAI Tools
- MS Office (Word, PPT, Excel)
- OS: Windows
- Tools: Factiva, Statista, ZoomInfo

Education

- **PH.D. (Persuing)** | Marketing | RNC ARTS, JDB COMMERCE & NSC SCI. COLLEGE, NASHIK | Savitribai Phule Pune University

- **MBA | MARKETING** | Indira College Of Engineering & Management (ICEM) | Pune | 2017 | 71.80%; SGPA: 8.79

- **BE | COMPUTER** | AVCOE | Sangamner, Ahmednagar | 2015 | 65.5%

- **HSC** | PKVM & JR. COLLEGE | Loni, Ahmednagar | 2010 | 72.5%

- **SSC** | PKVM & JR. COLLEGE | Loni, Ahmednagar | 2008 | 88.5%.

Market Research Intern, Allied Analytics LLP | Pune

May 2016 - Jul 2016 (3 Months)

- Authored 3 reports: World Activated Carbon Market, World Driverless Car Market, and World 3D Imaging Market, generating USD 12,000 in value for the organization.
- Conducted primary & secondary research to identify unmet consumer needs, analyze market trends, and evaluate consumer behavior.
- Collaborated with industry experts to understand market competition, key players, and business strategies.
- Analyzed market positioning and strategies of key players, providing actionable recommendations to maximize profitability.