

## MALLIKA VINEKAR

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### EXPERIENCE

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- 2021 – Present **VANDERBILT UNIVERSITY** San Francisco, CA  
*Director, Office of Non-Residential Education, September 2021 – Present*
- 2019 – 2021 **COURSERA** Mountain View, CA  
*Manager, Content Strategy, June 2020 – September 2021*
- Defined degree business strategy, including three-year sourcing roadmap, international portfolio goals and go to market plan to grow degrees business
  - Developed new product line designed to create pathways for non-traditional learners into online degree programs
  - Designed and implemented new content forecasting processes to reduce inefficiencies and improve content forecasting accuracy by 30%, leading to improved identification of high revenue content opportunities
  - Managed cross-functional effort to standardize and implement streamlined degree sourcing process, thereby enabling business sourcing goals
- Assistant Director, University Partnerships, July 2019 – June 2020*
- Managed portfolio of eleven university partners across North America. Partnered with senior university leadership to source in demand content, identify product opportunities, and enable the successful launch of platform initiatives, including Coursera For Campus and Coursera Plus
  - Conducted internal interviews and research to diagnose gaps in the degree business strategy. Presented findings to executive leadership team, which were then used to inform key company goals for degree business growth
- Summer 2018 **SCHOOLMINT** San Francisco, CA  
*Product Strategy MBA Intern, June 2018 – August 2018*
- Led customer journey interviews to deliver informed recommendations around product enhancements, resulting in the Product team's prioritization of recommended product features
  - Synthesized market data and customer feedback to quantify the impact of high priority product gaps on the business
- 2013-2017 **DELOITTE CONSULTING** New York, NY  
*Consultant, August 2015 – June 2017*
- Drove business process redesign for \$70B life sciences company launching global shared services organization enabled by Workday and Salesforce. Redefined and standardized global business processes to align with new operating model, resulting in a successful global shared service launch impacting more than 130,000 customers
  - Facilitated business process design and change management workshops with key senior stakeholders across North America, Europe and Asia to localize HR business processes per legal, technology and union requirements
- Business Analyst, July 2013 – July 2015*
- Developed integrated program management approach and tactical project plan to align key stakeholders of \$5M Oracle implementation
  - Collaborated with cross-functional stakeholders to execute Business User Acceptance testing that resulted in successful Oracle Fusion roll out to 16,500 employees at financial services company

### EDUCATION

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- 2017-2019 **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL  
**NORTHWESTERN UNIVERSITY**  
*Master of Business Administration degree, June 2019*
- 2009-2013 **UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA  
*Bachelor of Arts in Political Science & Urban Studies, May 2013*  
*Summa Cum Laude*

### ADDITIONAL DATA

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- Associate Board Member, Minds Matter San Francisco
- Marathon runner, hiker and traveler
- Advanced proficiency in MS PowerPoint, Excel, Project, Visio, Stata, Jira, Looker and R