


# Nandini Rao Challapalli

Graduate Associate

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## Qualifications

2024

University of Sydney

Master of Commerce

Majors: Finance, and Strategy,  
Innovation and Management

- WAM: 75% (Distinction)
- Recipient of the Sydney International Student Award (SISA)
- Membership in the Beta Gamma Sigma Society for Academic Achievements

2022

Manipal Academy of Higher  
Education, India

Bachelor of Business  
Administration, Major in Financial  
Markets

- Graduated with a 9.65 CGPA

Nandini Rao Challapalli is a motivated Master of Commerce graduate specialising in finance and strategy. With a solid educational background from the University of Sydney and experience in finance, consulting, and business development, she excels in generating data-driven insights and enhancing customer engagement. Her roles as a Commercial Strategist at Puig and a Business Consultant at Anchor Excellence demonstrate her ability to conduct market research and influence strategic decision-making in dynamic environments.

Nandini's leadership skills have been further developed through impactful projects with KPMG and Australian Wine & Food, where she successfully tackled complex challenges. Her commitment to community service is evident through her volunteer work with StreetKind.co and the Voluntary Services Organization in India. Highly organised and adaptable, Nandini is passionate about contributing to organisations that prioritise sustainable growth and strategic leadership.

## Experience

2024 - Present

**Anchor Excellence**

Graduate Associate

In her current role, Nandini supports the Managing Director, Cynthia Payne, and Chief Financial Officer, Payal Kapoor, while learning the fundamentals of consulting. She is involved in various projects, gaining practical experience in strategic decision-making and business development.

Feb 2024 - May 2024

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## Puig, Sydney (NSW)

Commercial Strategist

Nandini analysed sales data for three major fragrance brands, identifying performance trends and actionable insights. She conducted comprehensive market research that informed strategic decisions and developed successful incentive schemes to boost sales.

Dec 2023 - Feb 2024

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## Anchor Excellence

Business Consultant

In this role, Nandini performed industry and competitor analysis to create detailed customer personas that highlighted the company's unique selling propositions. She also reviewed CRM systems, recommending SEO services and website enhancements, contributing to a 15% increase in market share in the aged care sector.

Jan 2021 - Mar 2021

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## Hedge Equities Ltd

Junior Finance Analyst

Nandini developed financial market analysis charts using innovative techniques, assisting senior analysts in identifying trends. Her research on economic factors produced comprehensive reports that informed strategic decision-making for the executive team.

## Certifications

### LVMH

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Creation and Branding, Retail and Customer/Client Experience

### Rice University (Coursera)

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Introduction to Data Analysis using Excel

### University of California, Irvine (Coursera)

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Effective Problem Solving and Decision Making

## Skills and Proficiencies

### Language

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Fluent in English and Hindi;  
Beginner in Spanish

**Anchor  
Excellence**

