

# YAZWAND

# PALANICHAMY, M.Sc, B.Comm, PSM™, SSBB

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## DIRECTOR, RESEARCH & ADVISORY. ACTIONABLE INSIGHTS FOR STRONG RESULTS.

**Results-Focused Research Director** with five years of experience providing IT business analysis, project management, and advisory expertise that delivers business technology and process improvement gains. Brings the ability to lead and collaborate towards completing complex goals by conducting meticulous research, offering actionable insights, and guiding with an emotionally intelligent mindset.

- **Qualitative Research**
- **Quantitative Research**
- **Project Management**
- **Requirements Gathering**
- **Data Analysis & Visualization**
- **Business Process Analysis**
- **IT Research**
- **Software Procurement**
- **Customer Experience Consulting**
- **Workshop Development**
- **Management Consulting**
- **C-Level Advisory**

### PROFESSIONAL EXPERIENCE

Info-Tech  
Research Group  
Toronto, ON

05. 2024 - Present

#### Director, Research & Advisory | CX Strategy · Cross-Functional Leadership · C-Suite Workshops

Providing end-to-end project management leadership for client-driven research and advisory requests. Managed and synthesized large volumes of information to deliver industry insights for various high-profile IT leaders and supporting evidence-based research decision-making processes to drive measurable and sustainable organizational results.

- Led a team of 4-5 junior research analysts in vendor technology research projects, coaching them on software procurement methodologies and market research strategies.
- Achieved CSAT/NPS scores of 9.48/10 across 150+ analyst calls annually. Key skills demonstrated during client advisory engagements include requirements gathering, business process improvement, vendor procurement, stakeholder engagement, and market research.
- Provided advisory expertise to C-suite clientele in the Environmental, Social, and Governance (ESG) vendor landscape, customer experience (CX) enabling technologies, and other affiliated software market spaces.

03. 2023 – 05.  
2024

#### Senior Research Analyst | Vendor Market Intelligence · B2B Procurement Strategy

- Supported Info-Tech clients with strategic advisement on 'Software-Selection-as-a-Service' (SSaaS) consultative engagements to expedite technology vendor sourcing and streamline procurement of non-enterprise application software (e.g., event management, IT Service Management). Achieved total savings of approximately \$120,288 CAD for clients across various industries.
- Researched and developed custom vendor market research reports for B2B enterprise organizations operating across varying industry verticals (e.g., Higher Education, Oil and Gas, Banking, Government Agencies, etc).

02. 2022 – 03.  
2023

#### Technology Research Consultant | C-Suite Advisory · Vendor Strategy · Market Research

- Developed client advisory reports focused on software selection guides for various CRM, Martech, and other customer experience-focused technologies. Supported the development of research projects and assisted in impactful vendor outreach campaigns. Participated in analyst vendor briefings across various software categories, including contact center as a service, geographic information systems, and CX/Martech.

#### Notable Projects

**Client: (American Ivy League Educational Institution) – Educational and Administrative Technology Services Department**  
Developed a market research analysis report of key software vendors requiring viable options to streamline the client's vendor procurement and sourcing initiatives for a new digital case study authoring tool.

- Provided research insights including a well-researched vendor market analysis report, conducted a deep contextual scan of the vendor market space, and proposed two priority and one dark horse vendor candidate for the client's internal review.
- Continued to support the client's transition towards a new digital case authoring software platform by leveraging Info-Tech's Rapid Application Selection Framework. Played an integral role in the client renewing and upgrading their service contract to exceed their initial investment by 80% for the 2022/23 fiscal year.

Toronto Metropolitan University,  
Toronto, ON  
01.2020 – 01.2022

### Academic Research Analyst | Data Analysis · Research Operations · Project Coordination

Monitored budgets, managed the scope of project deliverables, and attended status review meetings to analyze ongoing research projects to ensure successful project completion for principal investigators, graduate students, and undergraduate research assistants.

- Supported the development of research projects with 10+ principal investigators and faculty professors. Aided with academic research activities, including literature reviews, data collection, preparing materials for submission to granting agencies, performing data analysis/statistical experiments, customizing, and drafting surveys and questionnaires.
- Supervised and instructed three to five undergraduate research associates per semester. Maintained records on assignment completion and acted as liaison/mediator between undergraduate students and faculty researchers.

Coca-Cola Refreshments & Bottling Canada  
Brampton, ON  
09.2019 – 01.2020

### Enterprise Project Analyst | Fleet Technology · Vendor Strategy · Process Optimization

Created streamlined techniques for tackling critical operability and business process improvement concerns within Coca-Cola's 'Verizon Connect' Fleet Management Software (FMS) to improve the operational and logistical efficiency surrounding the delivery and maintenance of Coca-Cola Merchandise.

- Facilitated the redesign of critical business process models, formulated primary business requirements definitions, made cost calculations, and supplied technical enterprise architectural roadmaps supporting all project stages (Concept, Definition, Planning, and Execution).
- Leveraged agile project management tools to help map progress on project deliverables, manage task processes, and document user stories.
- Participated in product demonstration sessions with five fleet management consultancy companies, analyzed prospective FMS offerings, and presented a final recommendation by applying a range of systematic decision-making project management approaches.

Zag Bank Desjardins Group  
Toronto, ON  
06.2019 – 09.2019

### IT Applications & Systems Support Specialist | Incident Management · Change Advisory

Worked with IT service management software (e.g., BMC Remedy Force) to monitor status updates on incident support and web tickets. Professionally resolved an average of 20-30 incident requests weekly.

- Developed user procedures and workflows, defined essential business needs and processes, and provided the required user documentation for training purposes prior to administering the systems deployment process.
- Ensured the continual improvement of Zag Bank & Desjardin group's various IT systems, processes, and banking apps by testing new innovations, troubleshooting systemic problems identified by users, analyzing system impacts, and providing the appropriate follow-up on user-support situations.
- Organized, led, and facilitated bi-weekly change advisory board (CAB) meeting sessions. Aided in the development and coordination of health checks on banking applications, scheduled deployment plans, and closely monitored validation processes for change requests.

## ACADEMIC ACHIEVEMENTS

**M.Sc. (Master of Science in Management Studies – Specialization in Information Technology Mgmt)** CGPA (4.11/4.33) **June 2021**  
Toronto Metropolitan University

**B.Comm. (Bachelor of Commerce in Business Technology Management)** 2-Year CGPA (3.75/4.33) **June 2019**  
Toronto Metropolitan University

## SELECT ACADEMIC PUBLICATIONS

- **Unearthing trends in environmental science and engineering research: Insights from a probabilistic topic modeling literature analysis** (Journal of Cleaner Production Jul 17, 2021)
- **A unified framework for effective team formation in social networks** (Expert Systems with Applications Mar 25, 2021)
- **The Intervening Role of Readiness Factors on the Relationship between Business Intelligence and Analytics Usage and Firm Performance** (Americas Conference on Information Systems (AMCIS) Jul 15, 2020)
- **Evaluation of cloud computing risks using integrated fuzzy-ANP and FMEA approaches** (International Journal of Applied Decision Sciences)