

# Yazwand Palanichamy

M.Sc, B.COMM, PSM™, SSBB

CX EXECUTIVE | RESEARCH FELLOW & PRINCIPAL RESEARCH DIRECTOR

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## EXECUTIVE SUMMARY

Enterprise CX & Technology Executive with a proven record of translating market intelligence, research insights, and operational analysis into actionable strategies that drive measurable business outcomes and optimize technology investments. Recognized for guiding C-suite stakeholders and leading cross-functional teams with a thoughtful, methodical approach, combining strategic foresight with emotional intelligence and an ability to see situations from multiple perspectives.

Brings deep focus, curiosity, and a commitment to excellence, consistently delivering high-impact client engagements and evidence-based advisory that unlock operational efficiencies and strategic growth. Demonstrated success in vendor strategy, procurement optimization, and process improvement, producing significant cost savings and measurable business results. Trusted advisor and mentor, fostering high-performing teams and cultivating stakeholder alignment while supporting the professional growth of colleagues. Combines advanced research and analytical expertise with a dedication to thoughtful decision-making, innovation, and sustainable organizational advantage.

## CORE COMPETENCIES

- ✓ Strategic Advisory & C Suite Engagement
- ✓ Market Intelligence | Research Analysis
- ✓ Vendor Strategy & Tactical Sourcing
- ✓ Stakeholder Relationship Management
- ✓ Evidence-Based Operational Excellence
- ✓ Innovation & Continuous Improvement
- ✓ Data-Driven Decision Making
- ✓ Values-Focused Leadership
- ✓ Team Leadership & Empowerment
- ✓ Customer Experience (CX) Strategy
- ✓ Project & Program Management
- ✓ Quantitative/Qualitative Analysis
- ✓ Grit, Tenacity and Resilience
- ✓ Honesty & Accountability
- ✓ Training & Mentorship
- ✓ Talent Development
- ✓ Business Process Elevation
- ✓ Workshop Design/Facilitation

## SELECTED HIGHLIGHTS

### 4-Month Workshop Facilitation – US Fortune 500 Bank

**Situation:** The client's IT infrastructure operations team faced challenges in optimizing vendor investments across their ITIA environment, lacking a standardized methodology to map system dependencies.

**Action:** Led a structured, collaborative virtual workshop to guide the bank through an application rationalization process:

- Conducted a Business Impact Assessment to identify opportunities, risks, and priorities.
- Facilitated cross-functional stakeholder sessions and requirements elicitation.
- Mapped system dependencies and documented a comprehensive risk register.
- Introduced a high-level visual framework to standardize system interdependencies.

**Result:**

- *Delivered ~\$68,562 USD in operational cost savings and reduced documentation timelines by 10–15 business days.*
- *Improved IT operational efficiency by 30%.*
- *Strengthened client trust, leading to a 3-year contract renewal and additional workshop engagements (account growth of \$82K CAD).*

### Top 50 Vendor Insights Program – Organization-Wide Strategic Initiative

**Situation:** Info-Tech sought a standardized methodology for evaluating its Top 50 vendor partners to improve consistency, analytical rigor, and executive usability of insights.

**Action:**

- Designed a scalable, enterprise-wide research framework and reporting blueprint for vendor analysis.
- Created the proprietary Vendor Capability Radar Chart, enabling quick, executive-level interpretation of vendor performance across eight critical dimensions.

**Result:**

- *Established a repeatable methodology adopted across all Top 50 Vendor Insight reports.*
- *Improved clarity and accessibility of complex assessments for senior decision-makers.*
- *Enhanced cross-vendor benchmarking and strategic portfolio analysis.*

**4-Month Volunteering Project – Ronald McDonald House Charities (London, ON)**

**Situation:** Supported the Meals from the Heart program by organizing a charitable community dinner.

**Action:**

- Coordinated planning, funding approvals, and logistics for the event.
- Completed on-site food handling training and participated in meal preparation and service.

**Result:**

- *Hosted 20+ attendees while adhering to RMHC operational protocols.*
- *Strengthened corporate social responsibility and community engagement.*
- *Demonstrated leadership and organizational skills through volunteer coordination.*

**PROFESSIONAL EXPERIENCE****Info-Tech Research Group****2023 – Present****DIRECTOR, RESEARCH & ADVISORY | CX STRATEGY · CROSS-FUNCTIONAL LEADERSHIP · C-SUITE WORKSHOPS (2024 – Present)**

- **Lead end-to-end delivery of client-driven research and advisory engagements** by synthesizing complex data into actionable insights, driving evidence-based decisions and measurable business outcomes.
- **Develop and lead a team of 4–5 research analysts** by coaching on procurement frameworks and market research strategies, enhancing delivery quality and team performance.
- **Achieve top-tier client satisfaction (9.48/10 CSAT) across 150+ annual engagements** by applying expertise in requirements gathering, process improvement, and vendor evaluation, strengthening executive relationships.
- **Advise C-suite leaders** on ESG, CX, and enterprise software markets through targeted vendor and market insights, enabling strategic technology investment decisions.

**SENIOR RESEARCH ANALYST | VENDOR MARKET INTELLIGENCE · B2B PROCUREMENT STRATEGY (2023 – 2024)**

- **Drove SaaS vendor sourcing and procurement for non-enterprise applications**, generating ~\$120K CAD in client savings while delivering custom vendor market intelligence for B2B clients across industries to inform decisions.

**TECHNOLOGY RESEARCH CONSULTANT | C-SUITE ADVISORY · VENDOR STRATEGY · MARKET RESEARCH (2022 – 2023)**

- **Generated software selection advisory and market research across CRM, Martech, and CX technologies** while engaging vendors and contributing to analyst briefings, strengthening client decision-making and vendor alignment.

**Toronto Metropolitan University****2020 – 2022****ACADEMIC RESEARCH ANALYST | DATA ANALYSIS · RESEARCH OPERATIONS · PROJECT COORDINATION**

- **Orchestrated research project budgets, scope, and timelines** by monitoring deliverables and leading status reviews, ensuring seamless execution and on-time completion for academic stakeholders.
- **Catalyzed research initiatives across 10+ principal investigators** by driving literature synthesis, data analysis, grant preparation, and survey design, advancing high-impact, fundable research outcomes.
- **Stewarded and mentored 3–5 undergraduate research associates per term** by overseeing deliverables and bridging communication between students and faculty, elevating accountability, collaboration, and output quality.

*PREVIOUS WORK INCLUDES ENTERPRISE PROJECT ANALYST WITH COCA-COLA REFRESHMENTS & BOTTLING CANADA, AND IT APPLICATIONS & SYSTEMS SUPPORT SPECIALIST WITH ZAG BANK DESJARDINS GROUP.*

**FORMAL EDUCATION****Master of Science (M.Sc.) – Management Studies – Specialization in Information Technology Management**

Toronto Metropolitan University

**Bachelor of Commerce (B.Comm.) – Business Technology Management**

Toronto Metropolitan University

**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)*