

ANIRUDH GOTTIPAMULA

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Professional Summary

Detail-oriented and analytical professional with over 3 years of experience in process analysis and optimization within the financial services industry. Proven ability to translate complex business needs into actionable process improvements and technical requirements. A Subject Matter Expert in global proxy voting services, skilled in stakeholder management, requirements gathering, and data analysis to drive efficiency and ensure regulatory compliance. Seeking to leverage these skills as a Business Analyst to deliver impactful solutions.

Skills

- **Business Analysis:** Requirements Elicitation & Gathering, Business Process Modeling (BPMN), Gap Analysis, Stakeholder Management, User Acceptance Testing (UAT), BRD/FRD Creation, User Stories, SWOT Analysis
- **Domain Knowledge:** Global Proxy Voting, Corporate Actions, Financial Services, ICS (Investor Communication Solutions), Regulatory Compliance (SEC)
- **Technical Skills:** MS Excel (Pivot Tables, VLOOKUP), MS Visio, JIRA, Balsamiq, SQL, PowerPoint, Power BI
- **Methodologies:** Agile, Waterfall

Professional Experience

Broadridge Financial Solutions | Hyderabad, Telangana

Process Analyst – ICS Global Proxy Services | 27th September 2021– Present

- **Business Requirements & Solution Design:**
 - Authored and maintained 5+ Business Requirements Documents (BRDs) for enhancements to the proxy voting platform, resulting in a **15% reduction in manual processing time**.
 - Collaborated with IT and business stakeholders to translate business needs into functional specifications, ensuring clear communication and shared understanding of project goals.

- **Process Improvement & Gap Analysis:**
 - Conducted comprehensive 'As-Is' and 'To-Be' analysis of the end-to-end proxy voting lifecycle, identifying key bottlenecks and proposing process re-engineering solutions that **improved on-time voting accuracy by 10%**.
 - Performed gap analysis on existing workflows against new market regulations, ensuring 100% compliance for critical European markets.
- **Stakeholder Management & Communication:**
 - Facilitated weekly workshops with cross-functional teams (Operations, Client Services, Technology) to elicit requirements, manage expectations, and report on project status.
 - Served as the primary liaison between the business unit and the development team for 3 major process automation projects.
- **Data Analysis & UAT:**
 - Analyzed operational data from multiple sources using advanced Excel functions to identify error trends and provide data-driven recommendations to senior management.
 - Developed test scripts and led User Acceptance Testing (UAT) for a new automated vote confirmation module, identifying 8 critical defects prior to launch.
- **Subject Matter Expertise:**
 - Acted as a Subject Matter Expert (SME) on the complexities of global proxy voting, providing critical insights during the development of new training materials and SOPs.

Education

- Master of Business Administration (Finance) from **MRM GROUP OF INSTITUTIONS**, Osmania University in 2021.
- Bachelor of Technology from **BRILLIANT GROUP OF INSTITUTIONS**, Jawaharlal Nehru Technological University in 2017.

Certifications

- Awarded as **Quarterly star performer** for the year 2022, 2023 & 2025.
- Received ACE awards for best performance from Organization in 2022 to 2025.
- Officially declared as Team coordinator.