

## Executive Doctoral Programme in Management (EDPM) 2022

**Name:** Pankaj Kumar Mishra

**Area:** Information Systems

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**Educational Qualification:** - Pankaj completed his Engineering in Electronics from KNIT Sultanpur in 2005 and PGDM from IIM Lucknow in 2010.

He submitted his thesis on “Multimodal Emotion Recognition Techniques using Text, Audio and Video” for Liverpool John Moores University, UK, for MS in AI and ML in December 2021. He also completed a postgraduate diploma in Machine learning and Artificial intelligence from IIT Bangalore in June 2021.

**Overall Experience:** 17 Years

**Present Employment:** Consulting Manager at Information Services Group (ISG)  
(September 2022 to Present)

**Previous Employment:**

- Principal Solutions Consultant at Persistent Systems Limited (Dec 2015 to Aug 2022)
- Product Manager at Meditab Software Inc. (June 2015 to Nov 2015)
- Assistant Consultant at Tata Consultancy Services Limited (TCS) (June 2010 to May 2015)
- Test Analyst at Infosys Technologies Limited (Aug 2005 to May 2008)

### Profile Summary

Pankaj is a Consulting Manager at ISG’s India Practice. He brings over 17 years of multi-faceted Digital/ Sourcing transformation experience across diverse industries such as Hi-Tech, Healthcare, Manufacturing, Travel and Transport, and Telecom. His experience includes leading Sourcing strategy, Shared services setup, Digital Transformation, Outsourcing initiatives, GTM strategy, RFP and Vendor selection, leveraging data-driven insights through automation and AI, Business Case and Commercial Modelling, and Program Management and Process standardization.

His research interests include the application of Artificial Intelligence in Advertising, Personalization techniques, Consumer Behaviour, and Data-Driven Marketing

### Papers & Tutorials

#### Conference Paper

Mishra, P. K., & Mishra, R. (2023). Analyzing Advertisements using Multimodal AI. Presented at ICIS 2023. URL: [https://aisel.aisnet.org/treos\\_icis2023/67/](https://aisel.aisnet.org/treos_icis2023/67/)

## Achievements

- **Successful IT Infrastructure Sourcing and Transition:** Successfully executed a sourcing contract and managed the transition of IT Infrastructure across multiple countries for a European international high-speed rail service firm.
- **Leading Role in Strategic Wins:** Secured over 20 strategic deals with a total contract value (TCV) exceeding USD 150 million over three years in emerging technologies.
- **Solution Architect for Large Deals:** Acted as the Solution Architect for significant Data, Digital Product, and Application Development and Maintenance (ADM) deals, covering aspects like business cases, win themes, market analysis, and operating models.
- **Program Management for Major Telecom Account:** Served as Program Lead for Key Account Management, overseeing a 3000+ FTE account and the end-to-end transition of 500+ FTEs for Australia's largest telecommunications and media company.
- **Enhancing Customer Satisfaction:** Acknowledged for implementing a 'Service Management' approach that improved the Net Promoter Score from -20% to +10% for an Australian client.