

Name : VINAY ANAND
Designation : Research Scholar (EFPM, 2026 Batch)
Institution : Birla Institute of Management Technology, Greater Noida

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BIOSKETCH: Vinay Anand is currently pursuing the Executive Fellow Programme in Management (eFPM) in the area of Strategy and Management at BIMTECH. His research interests include Strategic Partnerships and Alliances, Partner Ecosystem Management, Digital Transformation, Platform Business Models, and the impact of emerging technologies on business growth and organizational performance.

He has over 20 years of industry experience in business development, strategic partnerships, alliance management, and digital transformation across the technology and services sectors. He is presently serving as Vice President - Strategic Partnerships & Alliances at EXL, where he leads strategic relationships with global technology partners.

Prior to EXL, he held leadership roles across sales, business development, and partner management functions, working closely with enterprise clients to accelerate digital transformation and technology adoption.

Through his doctoral research, he aims to contribute to the understanding of how ecosystem-driven business models create sustainable competitive advantage in an increasingly digital and interconnected business environment.

EDUCATION: (TOP 3/4)

- Post Graduate Programme for Executives (PGPX) in Management, Indian Institute of Management Ahmedabad (IIMA) (2008-2009)
- Post Graduate Diploma in Information Technology (PGDIT), IIIT Bangalore (2000-2001),
- Bachelor of Engineering (B.E.) in Electronics & Communication Engineering, Vinoba Bhave University (1994-1998)

AREA OF INTEREST AND RESEARCH

Strategy and Management

Research Interests:

- Strategic Alliances and Inter-organizational Relationships
- Partner Ecosystems and Network Effects
- Platform-based Business Models
- Digital Transformation Strategy

EXPERIENCE

- Vice President - Strategic Partnerships & Alliances, EXL (March 2026 - Present)
- Senior Director - Global Alliances, Coforge (October 2022 - March 2026)
- Associate Vice President - Sales, Kellton Tech Solutions Ltd. (October 2020 - October 2022)
- Senior Manager, Client Partner, Sogeti (February 2013 - March 2018)
- Senior Manager, ITC Infotech (January 2010 - January 2013)
- Principal Consultant, Sogeti (January 2005 - February 2007)
- Senior Software Engineer, ITC Infotech (July 2003 - January 2005)

ACADEMIC POSITIONS AND ASSIGNMENTS

Research Scholar (eFPM), Birla Institute of Management Technology, July 2026 to Present