

# ARKO ALEX BHATTACHARYYA

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## PROFESSIONAL SUMMARY

Strategy and growth professional with 5 years at KPMG, leading high-ambiguity, C-suite initiatives. Combines a lifelong passion for problem-solving with hypothesis-driven research to identify opportunities and deliver commercial impact. Experienced in building and deploying AI-enabled workflows, leading design thinking workshops, conducting research, and influencing senior leaders.

## AI PROJECT SPOTLIGHT

### Government Pulse Sector Scanning Dashboard - *Next.js, TypeScript, Prisma, Turso*

- Developed a web tool that assesses new developments and trends within the federal government sector to inform business professionals serving clients in the space on the direction
- Leveraged as a cornerstone research tool for an internal monthly newsletter to 100+ business professional, shortening build time from weeks to days

### Interview Insights Assistant Agent - *Copilot*

- Created a Copilot agent to assist with bespoke qualitative research methodologies - allowed interviewers to interact live with the agent to gain access to best practices and assist in developing further interview insights to better inform client experiences
- Shared across a team of 70+ business professionals to aid in insights gathering throughout client interviews

### F1 Qualifying Data Dashboard - *Next.js, React, TypeScript, CSS*

- Developed a web dashboard that refers to real Formula 1 qualifying data and allows for side by side driver comparisons and analysis to create a tool for fellow F1 enthusiasts to analyze real driver data and determine deltas across lap times

### Digital Bookshelf - *React, TypeScript, Vite, CSS*

- Designed, built, and deployed a responsive virtual bookshelf UI that transforms raw Goodreads export data into a visual, browsable personal library in an effort to up skill AI-assisted product building

## EXPERIENCE

### KPMG — Insights & Intelligence | Washington, DC

#### Senior Associate, Insights & Intelligence

(July 2026-Present)

- Joined as a founding member, navigating ambiguity and growth challenges to stand up an 80 person team that is AI-native and able to supplement teams across the firm with tactical data that improved client outcomes
- Built and scaled a new research function within this AI-native team to deliver improved insights and nuanced perspectives on client and internal challenges
- Piloted AI workflows to create new research and data streams across teams to better inform client experiences and maximize potential outcomes

### KPMG — Ignition Growth & Strategy | Washington, DC

#### Senior Associate, Strategic Intelligence

(October 2024-July 2026)

- Drove GenAI adoption from 15% to 98% across a 100+ person team as an Ignition AI champion - building an end-to-end methodology refresh (best practices, Copilot prompt libraries, workshops) and AI enabled research workflows that cut project timelines from months to weeks
- Delivered market research and strategic recommendations to senior leadership (including the incoming KPMG US CEO and Ignition Lead Partner) and teamed with the DC market leader to incorporate 90% of client-facing market sessions with data-driven insights and intelligence
- Managed and scaled a 3-person Strategic Intelligence team to drive cross-market opportunity identification

#### Associate, Innovation Consultant

(August 2022 - October 2024)

- Built the KPMG Ignition DC market from the ground up as a core team member, supporting \$90M+ in second year wins by synthesizing quantitative and qualitative data into KPIs, dashboards, and strategic narratives, facilitating 20+ workshops using design thinking methods to drive stakeholder consensus

### KPMG — Innovation Lab Intern

(June 2021-May 2022)

- Supported market research, competitive analysis, and design-thinking workshop creation across client engagements, developing foundational strategy and analytical skills

## EDUCATION

### Indiana University, Kelley School of Business, Bloomington, IN

B.S. in Business with High Distinction | Majors: Economic Consulting & Public Policy Analysis | GPA: 3.81

### Thomas Jefferson High School for Science and Technology, Alexandria, VA

## SKILLS & CAPABILITIES

**Core Competencies:** Market & Consumer Research | Competitive Intelligence | Strategy & Problem Solving | Executive Storytelling | Team Leadership | AI-Enabled Insights | Design Thinking

**Certifications:** LUMA Certified Practitioner of Human-Centered Design

**Interests:** Lego Building | Endurance Sports | Formula 1 | Espresso Enthusiast | Piano

### Footnotes:

**KPMG Insights & Intelligence:** KPMG's central, AI-powered capability for developing differentiated insights. By connecting data, technology, and human expertise, the team produces actionable intelligence that helps clients and stakeholders navigate complexity, make confident decisions, and stay ahead of the market

**KPMG Ignition Growth & Strategy:** KPMG's collaborative innovation hub for accelerating digital transformation. By bringing together experts in technology, data analytics, strategy, and design thinking, the team co-creates tailored solutions with clients that turn emerging technology into measurable business growth and competitive advantage.