GANAPATHY AREYADA CHINNAPPA
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PROFESSIONAL SUMMARY

Business Analyst, Sustainability & Operations professional with experience across Berlin-based sustainability startups, strategic operations, sales support, customer service, and cross-functional project management. Proven ability to analyze data, streamline workflows, support ESG-focused initiatives, and deliver customer excellence. Adept at managing end-to-end processes, improving operational efficiency, supporting sales teams, and coordinating multi-stakeholder projects. Suitable for Business Analyst, Project Coordinator, Sustainability Analyst, Sales Operations, Business Operations, and Customer Experience roles.

CORE SKILLS

Business & Analysis: Market Research, Competitor Analysis, KPI Dashboards, Data Insights, Reporting

Sustainability: ESG Support, Impact Measurement, SDGs, Circular Economy Basics

Sales & Customer Experience: Lead Management, Client Interaction, Sales Coordination, CRM Handling, Upselling Support

Operations & PM: Project Coordination, SOP Design, Workflow Optimization, Cross-Functional Collaboration

Tools: Excel (Advanced), PowerPoint, Google Workspace, SAP (basic), CRM tools, HubSpot, Trello, Slack

Soft Skills: Communication, Problem Solving, Stakeholder Management, Time Management, Collaboration

PROFESSIONAL EXPERIENCE

Plan A Technologies GmbH – Berlin, Germany

Business Operations, ESG & Sales Support Analyst — July 2025 – Nov 2025

- Supported ESG and carbon-accounting operations, improving reporting clarity by 25%.
- Conducted EU sustainability market research and regulatory benchmarking.
- Assisted the sales team with lead qualification, CRM updates, and proposal preparation.
- Enhanced cross-team coordination between ESG analysts, operations, and sales, reducing workflow delays by 18%.

Zolar GmbH – Berlin, Germany

Project Coordinator – Sustainability & Sales Operations — Dec 2024 – July 2025

- Coordinated solar project operations, improving throughput by 18%.
- Supported sales teams with customer onboarding, documentation, and pipeline updates.
- Analyzed customer journey data, reducing process bottlenecks by 15%.
- Prepared sustainability reports used in monthly team performance meetings.

BASF SE – Berlin, Germany

Business Strategy & Market Development Intern — June 2024 – Nov 2024

- Performed competitive benchmarking for EU/APAC markets supporting sustainability strategy.
- Contributed to circular economy research for BASF's 3-year material innovation roadmap.
- Developed financial models identifying €20M+ opportunity potential.
- Prepared strategic presentations and coordinated cross-functional alignment meetings.

DVAG – Deutsche Vermögensberatung – Berlin, Germany

Administrative, Sales & Operations Associate — Dec 2023 – May 2024

- Supported 10+ financial advisors with client documentation, CRM management, and sales coordination.
- Improved MIS reports accuracy by 25% through structured data frameworks.
- Enhanced sales materials and client presentation decks, increasing engagement by 20%.
- Managed scheduling, compliance checks, and customer follow-ups.

Sky Team- Bengaluru, India

Customer Service Associate Sept 2022 – Sept 2023

- Delivered customer support to 80–100 customers daily with 92% satisfaction.
- Resolved escalations, decreasing complaint resolution me by 15%.
- Supported onboarding and training of junior service staff.

EDUCATION

Global MBA – Entrepreneurial Business Management

Berlin School of Business and Innova on (BSBI), Germany | Oct 2023 – Aug 2025

Bachelor of Commerce – Business Administration & Finance

St. Aloysius Deemed to be University, India | Jun 2019 – Apr 2022

PROJECTS & RESEARCH

Master's Dissertation – "Sustainability Integration in Digital-First Business Models" (2024–2025)

- Analyzed how European startups incorporate sustainability and ESG KPIs into digital business frameworks.
- Conducted mixed-method research (surveys + interviews) with early-stage founders to assess adop on barriers and emission-reduction potential.
- Developed a practical implementa on model enabling companies to streamline ESG repor ng and reduce operational emissions through digital tools.

Sustainable Marketing Simulation – BSBI (2024–2025)

- Supported 4 simulation cycles for 120+ MBA students by managing academic operations, documentation, and reporting.
- Improved simulation readiness by 30% through optimized melines and coordinated communication.
- Evaluated sustainability-linked marketing decisions and their business performance impact.

Talk to Move – PLAN International, Berlin – Sustainability & Social Impact Project (2023)

- Coordinated community initiatives supporting 150+ migrants and youth through sustainability, wellbeing, and social inclusion programs.
- Delivered impact measurement reports aligned with donor requirements and SDG-based indicators.
- Increased community participation by 35% through targeted outreach strategies and volunteer engagement.

Innovation Sprint – Sustainable Startup Operations (BSBI, 2023)

- Led a 5-member team to redesign operational workflows for a sustainability-focused startup.
- Achieved 15% efficiency improvement through Agile sprint planning and structured execution.
- Produced a final pitch deck outlining operational, environmental, and market feasibility improvements.

CERTIFICATIONS

- Google Project Management Certificate – Coursera
- Sustainability Strategies – Coursera
- SAP IBP for Supply Chain – openSAP
- Digital Marketing & Brand Communication – Professional Certificate
- Project Management Fundamentals – IBM
- Business Analysis & Process Management – Coursera
- Search Engine Optimization (SEO) with Squarespace – Coursera

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LANGUAGES

English (Fluent) | Hindi (Fluent)| Kannada (Fluent) | German (A2 – learning)

ADDITIONAL HIGHLIGHTS

- Represented College & University in National-level hockey tournaments (Teamwork + Discipline).
- Competed in high-level hockey tournaments and club matches in Berlin representing SV Blau-Gelb Berlin, a well-established German sports club.