



SALMAN SHAIK

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Seeking: Internship or working student role in strategy, consulting or operations

Computer Science engineer turned business strategist, now studying for an MSc in Business Innovation & Entrepreneurship at HSLU. Hands-on experience in consulting and research projects with real clients, from diagnosing a stalled digital transformation to building a market entry strategy and researching healthcare services with Swiss physicians. Skilled in stakeholder interviews, market research, Power BI data analysis and executive presentations, and uses AI tools daily. Leads the media club at ESN Lucerne.

Consulting projects with real clients | 2 journal publications | Own published research | Tech + business

EDUCATION

MSc Business Administration, Business Innovation & Entrepreneurship 2026 - Present

HSLU Lucerne, CH

B.Tech Computer Science & Engineering (IoT) 2021 - 2025

Presidency University, Bengaluru, IN

CONSULTING EXPERIENCE

Digital Transformation Consulting: Swiss Public Institution | Consulting Student 05/2026

- Consulted a Swiss public institution whose SAP S/4HANA transformation of finance and reporting had stalled.
- Ran structured stakeholder interviews across all levels of the organisation, coordinating a five member team.
- Found the root causes: manual fallback steps next to the new systems, silos and fragmented communication.
- Co-authored a transformation roadmap with cross-functional process ownership, presented to leadership.
- Led project planning and the documentation of the 25 page consulting report.

SME Consulting: Market Entry Strategy for a Basel Brewery | Consulting Student 09/2026 - Present

- Advising the brewery's management on bringing a new product to market, in a three person team.
- Took over the proposal, scope and milestones; researching market, competitors and customers.

RESEARCH PROJECTS

Research Consulting: Physicians in Switzerland 09/2026 - Present

- Interviewing doctors from different fields about their operational challenges, and defining a value proposition that could solve them.

Swiss Startup Survival Study (Own Project) 10/2026

- Analysed BFS data on 5 cantons and 13 sectors in Power BI; published a 45 page report on salmanshaik.ch.

Dining Practices at Swiss Universities 05/2026

- Interviewed international students and recommended improvements to university dining.

PUBLICATIONS

Smart Waste Management System (IoT) and Eco Drive (carbon footprint app), published in international journals IJSREM and IJSAT (2025).

SKILLS, CERTIFICATIONS & LANGUAGES

- **Consulting & Research:** Stakeholder and Expert Interviews, Surveys, Market & Competitor Research, Data Analysis, Process & Change Analysis, Project Planning, Executive Presentations
- **Tools & AI:** PowerPoint, Excel, Word, Power BI, Canva; AI tools (ChatGPT, Claude) used daily
- **Certifications:** PSM I (in progress); Google Skillshop: AI Powered Performance Ads, GA4 Data & Reports
- **Languages:** English (C1, fluent), German (A2, in progress), Hindi & Telugu (native)

LEADERSHIP & ACTIVITIES

Erasmus Student Network (ESN) Lucerne | Active Member, Media Club Lead 09/2026 - Present

- Proposed and lead the media club to market the organisation; plan and run events for exchange students.