

Dinojan Wiky

International Business Graduate, Strategy, Commercial and AI

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PROFILE

International business graduate (2:1, Leeds) who solves commercial problems and builds AI tools to do it faster. I bring proof: 40% faster research, 15% or more in potential savings and 30% market share. Hire me because I find the problem, build the fix and explain it so a director acts. Available now.

CORE COMPETENCIES

AI automation	Built 4 AI agents in n8n and JavaScript, cutting report research time by <u>40%</u> .
Data analysis	Mapped 128 data points across 16 US plants, finding <u>15% or more</u> in savings.
Commercial strategy	Reached <u>30% market share</u> as CMO of a 4 person team across 5 rounds.
Communication	Presented a 10 section report to a Strategic Director and won adoption.
Tools	7 tools used: Excel, SQL, HubSpot CRM, Claude, ChatGPT, Gemini, Microsoft 365.

EXPERIENCE

Corporate Strategy Extern [Eric Ries Externship \(Incorruptible framework\)](#), Extern *Sep 2026 to Present*

- Diagnosed governance as the core failure at Ben and Jerry's, showing how a brand can lose its social mission, by auditing it across 4 lenses: purpose, money pressure, control of decisions and mission culture.
- Scored Costco 16 out of 20 against an expert benchmark of 17, proving I can apply the method accurately and back each score with evidence, using a scorecard and slide deck across 2 brands.
- Presented 3 deliverables to Eric Ries, author of The Lean Startup and the Incorruptible framework, including a DEAR MAN proposal (a structured persuasive request) recommending governance changes, building diagnosis and persuasion skills.

Senior AI Agent Engineering Extern [Wayfair Project](#), Extern *Jun 2026 to Jul 2026*

- Cut research time per report by 40% (5 hours to 3 hours, across 3 to 5 runs), giving Wayfair's team 2 hours back every report, by building 4 AI agents in n8n (a workflow automation tool) and chaining 6 into 1 report.
- Uncovered a potential 2 to 3 times pricing gap in the 100 to 300 dollar rug range, a chance for Wayfair to adjust prices, by comparing 30 to 50 products with Amazon and Walmart.
- Covered 30 to 50 products in 3 to 5 full report runs for a 3 to 5 person team, as a self taught Senior Extern.

Strategy Consultant [Schreiber Foods Project](#), Extern *Feb 2026 to Apr 2026*

- Identified potential savings of 15% or more by mapping 128 data points across 16 US plants.
- Benchmarked 5 competitors and 4 local vendors against the 2030 zero waste target using SWOT.
- Won Director level adoption by presenting a 10 section report and 10 slides to Strategic Director Emily King.

CMO [Commercial Strategy Simulation](#), Leeds University Business School *Jan 2025 to Jul 2025*

- Won 30% market share, the highest of all teams, leading a 4 person team as CMO across 5 rounds.

Student Advisory Board Member [University of Leeds Lifelong Learning Centre](#) *Feb 2024 to Aug 2025*

- Gave the university 3 proposals to improve support for 500 plus students from feedback data.

Earlier roles Captain, University of Leeds Korfball Team (2021 to 2025). Led and united a team for 4 seasons. Hollister Co (2021 to 2022), 50 to 100 customers per shift. Co-op (2019 to 2020), about 100 customers per shift.

EDUCATION

BSc International Business, 2:1 [University of Leeds](#), Russell Group *2021 to 2025*

- First Class dissertation analysing 2 consulting firms (BCG and McKinsey) in emerging markets.

CERTIFICATIONS

6 certifications: CMI Level 5 Management Consulting (2025), Microsoft Certified Business Analyst Associate, Google Project Management Professional, HubSpot Inbound Marketing, Inbound Sales and Outbound Sales.

Languages 3 languages: English and Tamil (fluent), German (intermediate).