

CLIENT CASE STUDY

21 Days of Executive Branding. 6 Interview Calls Secured.

How Manjunath N., Technical Program Manager & Industry 4.0 Leader with 15+ years of enterprise transformation experience, went from stalled job applications to 6 interview calls and his first interview in under 21 days.

6 Calls

Interview Opportunities

21 Days

Search to First Interview

15+ Years

Smart Manufacturing Experience

SECTION 01

Client Background

A technical leader whose profile was failing to communicate his true enterprise calibre.



Manjunath N.,

Technical Program Manager → Target: **Technical Program Manager | Smart Manufacturing | Industry 4.0 Leader**

15+ Yrs Exp

PMP®, SAFe®, PSM-I®

Aerospace, Renewable Energy, Industrial Mfg & Oil & Gas

CURRENT ROLE

Project Management Specialist, Boeing

TARGET ROLES

Technical Program Manager, Smart Manufacturing Leader, Industry 4.0 Transformation Leader

PREFERRED LOCATIONS

Bangalore, India

LINKEDIN SSI (BEFORE)

Estimated Baseline / Needs Optimization

The Starting Point

Manjunath N. is a Technical Program Manager with 15+ years of experience leading Smart Manufacturing, Connected Engineering Systems, and PLM transformation across global domains like Aerospace, Industrial Manufacturing, and Oil & Gas.

Despite managing critical digital transformation portfolios and delivering massive enterprise efficiencies, his job search stalled. Recruiter calls were non-existent, and his experience was not properly aligned with target executive leadership roles. Such as driving Team center PLM on boarding for users across India, Germany, and the Netherlands, engineering Service Now workflow automation resulting in significant cost savings, and optimizing MRO governance—his job search hit a brick wall. For weeks, his applications went into a black hole with no recruiter calls, his experience failed to align with target leadership roles, and initial networking calls completely stalled before converting into formal interviews.

15+ Years

Enterprise Experience

TPM & Industry 4.0

Role Achieved / Target

LeadershipAura

Partner

SECTION 02

The Real Challenges He Was Facing

Not a skill problem. A visibility and positioning problem.

01

No recruiter calls despite strong experience.

Applying across channels yielded almost no response, failing to capture the strategic scope of his 15+ years in enterprise transformation.

02

Experience is not aligned with target leadership roles.

His historical resume read like a tactical task list rather than an executive roadmap, hiding his high-level value in Industry 4.0.

03

Calls were not turning into interviews.

Initial networking and outreach efforts stalled because his profile narrative failed to bridge his technical background with senior leadership needs.

03

Profile invisible to executive headhunters.

His discoverability metrics on platforms like LinkedIn and Naukri were unoptimized for top-tier digital transformation roles.

SECTION 03

Gaps Identified via Our Positioning Framework

■ Buried Strategic Impact:

Key achievements—such as orchestrating global PLM onboarding for 100+ users and driving \$30K workflow savings—were buried under routine execution bullets. Critical metrics—such as accelerating TPM skill adoption by 80%, reducing MRO costs by 15%, and cutting down program transportation no-show costs by 30%—were buried under routine operational bullet points instead of taking center stage.

■ Keyword Misalignment:

Missing precise industry-standard keyword clusters required by executive ATS filters for Smart Manufacturing and Industry 4.0 programs. The profile lacked targeted keyword clusters for executive-level Smart Manufacturing, Connected Engineering, and digital transformation architectures, causing it to rank poorly in recruiter database searches.

■ Narrative Disconnect:

The 'Before' profile lacked a cohesive executive summary that framed him as a change agent bridging complex manufacturing problems with scalable digital solutions. The introductory summary focused excessively on daily task execution rather than articulating a powerful value proposition: "Bridge complex manufacturing problems with business objectives into simple, scalable digital solutions."

SECTION 04

Our Structured Approach

Three defined stages. Each with a clear, visible deliverable.

STEP 01

Comprehensive Profile Audit:

Conducted a deep-dive analysis of Manjunath's 15+ year career history, isolating his most high-impact contributions in PLM, SAP master data governance, and enterprise agile delivery.

STEP 02

Executive Architecture Redesign:

Completely restructured the resume to lead with a high-impact executive summary and dedicated leadership sections, framing him as an industry leader rather than an operational manager.

STEP 03

Discoverability & ATS Optimization:

Integrated high-value industry-standard keyword clusters (Industry 4.0, Team center PLM, Service Now automation, Enterprise Agile Governance) to maximize ATS compatibility and recruiter visibility.

SECTION 05

The Work, In Real Time

Actual screenshots from the engagement. Names and contact details fully redacted.

Hi Asha, Good morning 10:44 am

Thank you for your and teams efforts.. In June I received 6 recruiter calls 10:44 am

Following your guidance & look forward more in coming months 10:45 am

Good morning Manjunath 11:52 am

LA Client - Manjunath N
Thank you for your and teams efforts.. In June I received 6 recruiter calls
Wow, really awesome 11:52 am

LA Client - Manjunath N
Following your guidance & look forward more in coming months
You are executing the job search strategies? It will give you the results.. 11:53 am

You have the link? 11:53 am

Which strategies ? 11:53 am

Please share here I have in my personal laptop 11:53 am

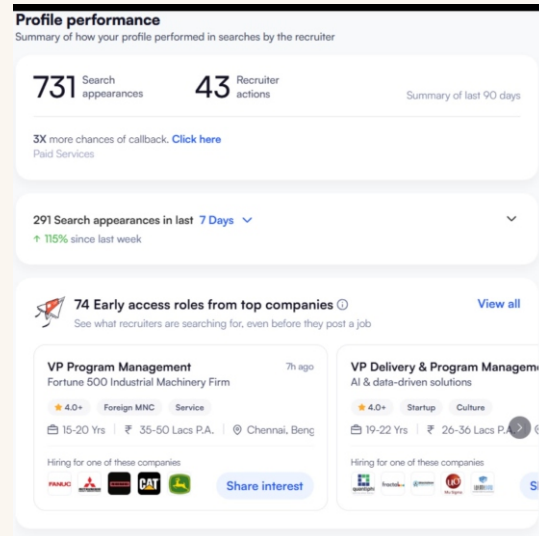
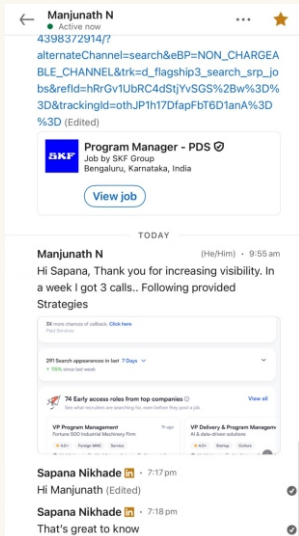
<https://wax-cake-1a7.notion.site/Executive-Job-Search-Strategies-V2-7ab10c36f4828369a5058140509c3241> 11:54 am

One help which I get stumbled in what is expected CTC. If you can help me how to answer this will be great 11:54 am

"Client confirmation of receiving 6 recruiter calls following the execution of our customized job search framework."

"Direct recruiter feedback confirming immediate callback traction within the first week of applying updated strategies."

Actual screenshots from the engagement. Names and contact details fully redacted.



"Structured executive coaching and interview strategy overhaul turning challenging hurdles into confident conversations."

"Spike in profile visibility with hundreds of search appearances and early access to top leadership roles."

SECTION 06

Resume: Before vs After

The same 5 -year career. A completely different executive story.

X BEFORE | Generic and Task-Focused



✓ AFTER | Board-Level CFO Narrative



What Specifically Changed

The Executive Header Transformation: Transformed a basic contact header into a powerful value statement: "Bridge complex manufacturing problems with business objectives into simple, scalable digital solutions", instantly setting a high-impact, premium tone at the first glance.	The Power Metrics Block: Pulled hidden corporate data to the absolute top of the page, establishing immediate leadership credibility by highlighting an 80% TPM skill adoption increase, \$30K workflow automation savings, and a 15% MRO cost reduction before the recruiter even reads the first sentence.
Action-Oriented Impact Framing: For example, instead of just stating he managed project management and coordination, the resume now details how he "orchestrated Teamcenter PLM onboarding for 100+ users across India, Germany, and the Netherlands" and "engineered ServiceNow workflow automation, reducing	Introduction of Core Expertise Infrastructure: Structured a prominent, keyword-optimized matrix explicitly indexing high-tier domain strengths like Smart Manufacturing, Industry 4.0, Teamcenter PLM, and Enterprise Agile Governance to align with modern ATS filters and turn his profile into an inbound recruiter magnet.

Ready to be found? Start with a 7-Second Executive Scan™

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