

SANDILYA “SANDY” BABBEPALLI

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

August 2025 – May 2027

Master of Business Administration (STEM)

- Academic Honors: Dean's Scholarship Recipient; GMAT Focus 97th Percentile
- Leadership: **VP Community** - Business of Entertainment Association, **VP Partnerships** – South Asian Business Association

Arizona State University, Ira A. Fulton Schools of Engineering – Tempe, AZ

December 2021

Bachelor of Science in Computer Science, Certificate in Applied Business Data Analytics; magna cum laude

- Academic Research: NASA - Psyche Mission Publication App; AI Perceptions in India (Thesis); Luminosity Lab

EXPERIENCE

Crossroads Media – Los Angeles, CA

June 2026 – Present

Product Strategy Consultant

- Authored the four-phase go-to-market for an LA independent-film crew platform, sequencing launch activation, network seeding, and enterprise rollout toward 5,000 active users.
- Set an acquisition model at under \$2 CAC by seeding through film schools and affinity filmmaker networks; platform drew 100+ crew signups pre-launch with no paid spend.
- Led product-market-fit discovery with editors, line producers, and filmmakers to validate enterprise demand ahead of scaled outreach.

Carbon Silicon Labs – Irvine, CA

June 2026 – Present

Strategy Consultant

- Advise the founding team on positioning, segmentation, and pricing for a workflow product sold to local businesses, mapping a route to buyers outside the enterprise sales motion.

USC Marshall Consulting Projects – Los Angeles, CA / Seoul & Hong Kong

January 2026 – Present

Strategy Consultant | Three client engagements: AI software, entertainment IP, collegiate sports

- Repositioned an AI film-analytics platform toward top film schools including USC, UCLA, and Chapman, synthesizing 20+ executive interviews into segment-level go-to-market recommendations.
- Modeled a HK\$135M (US\$17M) five-year investment in Hong Kong Disneyland's Duffy & Friends IP projecting HK\$185M revenue uplift at ~37% return, funded within 1% of annual park revenue.
- Built a four-part commercial strategy to lift USC Athletics sponsorship from 8% to 13.2% of a \$242M revenue base by 2028, a 65% increase benchmarked against Big Ten peers.

American Express – Phoenix, AZ

January 2022 – June 2024

Strategy & Product Development (Cybersecurity)

- Eliminated 500,000+ unnecessary user permissions across the enterprise by mining access-usage and session-monitoring data to surface dormant entitlements, then standing up a recurring review cycle.
- Cut delivery timelines ~15% across multiple engineering teams by redesigning project intake and rebuilding the cross-functional planning cadence.
- Drove adoption of an AI-powered access recommendation engine across 12 engineering teams by partnering with each team's leadership through rollout.

Flick – Los Angeles, CA

June 2026 – Present

Creative Partner

- Partner at an AI-native production startup, running applied R&D on generative tooling and releasing short-form work under House of Babbepalli.

DDC Productions – Tempe, AZ

June 2023 – May 2024

Producer & Co-Writer; Something About Him

- Led a 15-person crew and a \$6K budget from development through release on an independent short film.

McKesson Corporation – Scottsdale, AZ

May 2020 – August 2021

Cybersecurity & Platform Engineering Intern

- Cut manual effort ~20% by automating infrastructure and onboarding workflows across platform teams.

SKILLS & INTERESTS

- **Skills/Tools:** Corporate Strategy, Go-to-Market, Commercialization, Stakeholder Management, Cross-Functional Leadership, Financial Modeling, Excel, Power BI, Python, SQL
- **Interests:** CompTIA Security+; Diploma in Acting, Actor Prepares; Soda with Sandy podcast (50+ eps); tennis