

EDUCATION

- Indian Institute of Management, Lucknow** – Executive Program in Strategic Management (EPSM) *Feb '24 - Ongoing*
- Tata Steel - Company and Industry Analysis | Identifying strategies, propose a plan to maintain competitive edge for success in market
- University of Mumbai** – Post Graduate Diploma in Financial Management(PGDFM), GPA 3.8/4 (**Top 5 percentile**) *Jul '21 - Jul '22*
- Stevens Institute of Technology** – Master of Business Administration in Business Analytics(MBA), GPA 4/4 *Aug '19 - May '21*
- **Outstanding Academic Achievement and Professional Leadership Award**, Dean's List Spring 2021 (**Top 2/250 students in the batch**)
 - Graduate Teaching Assistant | **Coached 200+ business students**, overseeing content for 5+ courses, providing guidance and support
- New York University** – Master of Science in Electrical Engineering(MS), GPA 3.4/4 (**Top 10 percentile**) *Aug '15 - May '17*
- Volunteer Graduate Student Advisor | **Advised 50 new undergraduates** in selecting courses and schedules tailored to their majors
- University of Mumbai** – Bachelor of Engineering in Electronics & Telecommunications(BE), GPA 3.6/4 *Aug '11 - May '15*
- Web Head for IEEE Chapter | **Enhanced user satisfaction by 40% and lowered bounce rate by 25%** through responsive website design

WORK EXPERIENCE

- Senior Product Manager - Strategy** | *Crescerance (Engagifii)* [Association management software solutions] *May '23 – Present*
- **Slashed churn by 15% and increased user engagement by 30%** through redesign and launch of Communications module
 - Analyzed user feedback, optimized feature usability across the platform, and enhanced user interface to relaunch for customers
 - **Generated \$1M in revenue** through successful launch of 3 product initiatives, solidifying company's position as a market leader
 - Achieved unique synergy, integrating **Communities, Surveys, Newsletters**, exceeding competitors' multi-provider solutions
 - Evaluated member certification progress and status using **engagement metrics and recorded data (Industry Front-runner)**
 - Conducted **comprehensive market analysis**, to identifying 3 growth opportunities, impacting product roadmap & prioritization
 - Utilized **Competitive and Trend Analysis** to assess market opportunity aligned for target users' pain points, hurdles, & preferences
 - Growth Opportunities: **Analytics and Reporting features, AI-driven Automation, Seamless App Integration** for on-the-go access
 - **Increased user satisfaction scores by 25%** through optimization of Event Planning features, using **data-driven insights** to enhance UX
 - Projected event registration and scheduling with **Gen AI**, using Y-o-Y stored data, help customers in making advance arrangement
- Product Manager, Strategy & Roadmap** | *Safexpay* [Payment solutions for businesses, raised \$6M valued at \$100M] *Jul '22 – Apr '23*
- **Managed a team of 6 members** to launch the Digital Lending SaaS product line, as an integral to the Global Neo-Banking Suite,
 - Conducted **primary research** on 8+ leading NBFCs, to gain **customer insights** to validate and craft **differentiated product offering**
 - **Technology Integration, Fraud Prevention, Customer Acquisition and Retention** were few of the issues to build a targeted product
 - **Upscaled revenue by 30%** post-launch of **Global Neo-Banking Suite**, incorporating 6 modules & onboarding 14 NBFCs, driving growth
 - Empowered NBFCs with a **resilient SaaS platform**, providing **comprehensive business solutions** to support their enterprise clients
- Product Manager, FinTech** | *Cogoport* [Digital logistics platform solutions, \$50 million Series B round] *Jan '22 – Jul '22*
- **Increased average sales by 25% and margin by 12%** by focusing on large & SME merchant **credit risk analysis**, to yield improvements
 - **Engineered algorithm using 23+ criteria** to differentiate risk appetite for large & SME businesses, ensuring tailored risk assessment
 - **Evaluated 80 MSME businesses**, qualifying them for trade finance support based on copyrighted risk score, resulting in high return
 - **Managed a program \$26M+** (the highest in 5 years), **disbursed over \$1M in 2 months**, unifying among finance and logistics partners
 - Disbursed funds to assessed MSME businesses using robust networks of global NBFCs, **minimize delays & maximize effectiveness**
 - **Enabled data-driven decision making** for C-level executives by creating workflow & **Tableau dashboard** on B2B trade finance platform
- Associate Strategy Consultant** | *Kanvic Consulting* [Industry-focused strategic consulting] *Jul '21 – Dec '21*
- Realized a **15% profit increase** through planning & execution of a **3-prong retail strategy**, ensuring success of the brewing company
 - Engaged new customers by **enhancing online presence, diversifying products, launching loyalty program**, for sustained growth
 - **Achieved 100% asset accountability and reduced IT costs by 30%** by implementing **custom Asset Tracking database**, for coordination
 - **Monitored assets in real-time via QR codes**, ensuring data in centralized database & notification for maintenance & warranty
- Strategy Consultant Intern** | *Paperstreet* [Builds communication tools for companies and investors] *Aug '19 – May '20*
- **Secured \$1M from 12+ investors** in 4 months, expediting trademark registration & **customizing investment pitches for every investor**
 - **Explored VC relations basis investment trends & founder preferences**, building relationships & increasing confidence in product
 - **Yielded \$350k+ cash inflow and 12%+ profit rise** by formulating an **end-to-end financial model** with assessments, fostering growth
 - Conducted detailed breakdown of expenses, tax-saving **investment opportunities**, & team drawings to create a **financial forecast**
 - **Reduced customer acquisition costs by 20%** through social sharing, user adoption, and **agile development methodology**
 - Crafted a **marketing and execution framework** using near-free social resources to target ideal customer profile users accurately
- Consultant Network Engineer** | *Tenfour* [Specializes in telecommunications technology] *May '17 – Jul '19*
- Improved service level agreement and increased time efficiency by 40% through creation and implementation of automation scripts
 - Implemented automation scripts to **reduce manual work**, freeing analysts' time for critical tasks & improving promised time
 - **Reduced downtime by 30%** by **performance optimization and pre-emptive infrastructure upgrade**, improving system performance
 - Generated report using past data showing that delayed infrastructure upgrades led to **critical downtimes**, impacting service
- Security Technology & IT Analyst** | *New York University* *May '16 – May '17*
- **Enhanced safety for students** by improving efficiency of 1800 alarms and 4500 CCTV cameras through **authoring change documents**
 - **Documented evaluation reports** detailing the impact of each CCTV and alarm operation, to **improve security measures**
 - Optimized IT infrastructure resilience, achieving 99.99% uptime by executing **proactive monitoring and disaster recovery planning**
 - **Created script** on initial trigger instead of final ones on monitoring board enabling **faster issue mitigation & response times**
 - **Raised productivity by 25%** by introducing **continuous improvement** in task completion, enhancing the issue-ticket resolution rate
 - Fostered **Agile adoption** by enabling teams to **identify task inefficiencies, document changes & promote culture of improvement**

EXTRACURRICULARS

- Pro-Bono Consulting | **Revitalized Fortune 100 toy retailer, achieving 26% revenue surge, retaining 35% staff post-bankruptcy**
 - Proposed a **restructure plan**, organizational and physical, to better serve customers aged 5-27, enhancing the shopping experience
- Volunteered 5 years at Brihanmumbai Municipal Corporation blood donation camps, **supporting efforts and community health**
- Volunteered for years in Rotary Club's community outreach, showing dedicated commitment to positive change and local initiatives