

14+ years of entrepreneurial experience in sales and business strategy, with a key interest in tech development while handling varied responsibilities and managing teams of various sizes.

## COMPETENCIES

### **Sales & Business Development**

- Build and Lead Sales teams
- Analyse competition and sales
- Manage distributed teams
- Develop partnerships and relations with vendors, key accounts and channel partners

### **Project Management**

- Develop and manage project plan, budget and schedules
- Optimising and improving processes and increase efficiency
- Manage culturally diverse teams and third-party partners and stakeholders

### **Strategy Development**

- Develop Annual Operating Plans & Performance Metrics
- Establish processes, practices and policies for the function and the organization
- Develop business proposals and cases for new business opportunities

## WORK EXPERIENCES

### ➤ **Talk Travel App ( <https://talktravelapp.com> )**

Founder-Director

**Jun '17 – current**

India, Chile, France

*TalkTravel is a voice application that enables travellers to speak to destination experts to get their questions answered*

- Selected for the prestigious **Startup Chile Seed Accelerator Program 2018** - ranked in the global top 10 by Forbes
- Selected for **SendGrid Accelerate** as well as **FBStart from Facebook** acceleration programs
- Single handedly managed the end-to-end complete product roadmap, strategy and development
- Product Manager for app and website development; Involved in coding using dev stack – React, React Native, Firebase
- Managed a remote team of 8 people, spread across 4 continents and 8 countries

### ➤ **Aurous Partners Consulting Private Limited**

Founder-Director

**Jan '13 – current**

India, UK, Singapore

*Providing consulting services to technology and internet SMEs; working on entrepreneurial projects and ventures*

- **Marketing Strategy & Business Development** for a technology based online learning platform
  - Identified and partnered with 20 institutes as revenue sharing virtual learning centers
  - Generated revenues of ~330k \$ while digitally delivering education to almost 4,000 students
- Product Manager, Languages portfolio- Times Internet Ltd (largest Indian Internet Network)
  - Developed **Product Strategies, Annual Operating Plans & Product Performance Metrics** for 4 languages; coordinated between CEO, Engineering, Design, Marketing and Content teams
  - Managed 360° launch of Technology section (Web & Mobile); recorded 3 mn+ PVs in 3 months
  - Co-ordinated with the ad sales team, spread across 4 cities – launched campaigns and features to target the latest market happenings; led to a ~10% increase in ad sales revenue
- Conceptualized and developed a web-based advertisement aggregator for offline and online discount deals
  - **Collaborated with 25 advertisement affiliate networks** as affiliate marketers within 3 months
  - Partnerships with 10 major online and 65 offline vendors to aggregate their deals and offerings
- Sales Strategy for an online language accent training portal
  - Identified competitors- online and offline; modified the product pricing, content and digital marketing campaigns to acquire customers in the South East Asian region
  - Developed **customer acquisition & product strategy; Led to ~100% revenue increase** in 3 months
- **Operational Efficiency** strategy for an LPG distribution player in Uganda– looking at ramping up operations 20x times over next 5 years, including developing offline & online distribution channels
- Built a business case for the development of an online marketplace for creative jobs in the video, music and other media fields
  - Market Research & competitor analysis: Mapped 25+ existing players over 20 parameters
  - Developed a Straw man business proposal, estimating various revenue and cost heads for a subscription based model

### ➤ **Winnage Services**

Founder-Director

**Jul '09 – Oct '12**

India

*Bootstrap startup for Financial Planning and Investment Advisory to retail and corporate clients*

- **P&L Responsibility**-Revenues of 250k & 400k USD in 1st & 2nd year (exceeded initial estimates by 25%)
- **Operational Efficiency**: Reduced customer acquisition time by 33%; led to over 80% customers retention

- Partnered with over 20 vendors for efficient product sourcing and distribution
  - **Managed pan India operations** by developing 3-4 member sales teams in major metropolitan cities
- Product Manager for an online web-aggregator for insurance products
  - Complete responsibility for **product conceptualization, development, maintenance and promotion**
  - Portal contributed to 40% of the leads and 10% of revenue in a dominantly offline sales industry
- Recruited, managed and developed resources to **grow from 2 to 75 employee organization**

#### ➤ **ING**

Summer Intern

**Apr '08 – Jun '08**

Hong Kong

- Formulated an investment strategy to launch ING insurance and mutual fund products in 7 South East Asian countries

#### ➤ **Headstrong Private Limited**

Consultant

**Nov '05 – Jun '07**

India

*Headstrong (now acquired by Genpact) is a global IT consulting firm with a specialized focus in financial services*

- Built and led a team of 6 while managing the complete Software Development Life Cycle of an enterprise level Java application
- Instrumental in reviving business relations with the client and **increasing project revenues by \$600,000**
- Introduced the **Customer Success Call** process for quarterly discussions with clients and company management- later on adopted as an organization wise standard process

#### ➤ **Satyam Computer Services Ltd.**

Software Engineer

**Aug '03 – Oct '05**

India

*Satyam (now Tech Mahindra) is a leader in providing information, communications & technology (ICT) services*

- Provided technical inputs leading to reduction of application response time by ~30% (**benefit of \$50,000** to General Electric)

## EDUCATION

- Online Program - Design Thinking and Creativity for Business, **INSEAD** **2020**
- MBA Class of December 2009, **Indian Institute of Management Ahmedabad, India** **2009**
- M.Sc. - International Management, **University of Bocconi, Milan, Italy** **2009**
  - Awarded academic scholarship equivalent of 10,000 € plus tuition fee
- Bachelor of Technology (Electronics & Communication), **National Institute of Technology Jalandhar, India** **2003**

## Technical Skills

- Udacity – **Deep Learning Nano Degree Program** **2020**
- Udacity – **AWS Cloud Architect Nano Degree Program** **2009**
- React, react Native, Java, JavaScript, CMS – WordPress, Joomla, PHP, HTML, CSS, Agile and Scrum Methodology

## LANGUAGES

English (Fluent)

French (Basic) – currently learning

Hindi (Native)

Spanish (Conversational)

## OTHER EXPERIENCES

- **Volunteer Consultant, Grow Movement** ( <https://growmovement.org/> ) **2015**
  - Consulting with entrepreneurs in Uganda to improve business efficiency and increase profitability.
- **Facilitator at Jagriti Yatra** ( <http://www.jagritiyatra.com/> ) **2012-13**
  - A 15 day cross country train journey of discovery and entrepreneurial transformation in India
  - Managed a participants group of 25 directly and 400 people indirectly
- **Enterprise Solutions to Poverty** **2007-09**
  - Initiative between student teams from IIM Ahmedabad, Harvard, Wharton and Sloan Business Schools to devise inclusive growth strategies and models in collaboration with corporates for alleviating poverty

**INTERESTS:** Passionate about European Football, chess, international cinema, travelling and adventure sports