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Who?

A Generalist at heart, with deep expertise in solving cross-functional problems. An alumnus of India's best institutes, I have worked on a diverse set of problems at organizations that ranged from 1 to 13,000 employees.

I am relocating to London as a [dependent spouse](#) and look forward to leveraging my skills to make a meaningful contribution to this new ecosystem.

How?

[Lemonade.ink](#)

Founder/Lead Developer

Remote, July 2023 - Present

- Spearheaded Lemonade.ink, focusing on rapid AI development and product prototyping.
- Utilized no-code platforms (Zapier, Make.com) and Airtable for efficient product creation.
- Developed two alpha products: an AI job application coach via WhatsApp and a communications tracker for SME CEOs.
- Launched a beta AI assistant for small restaurants, generating 15,000 INR in sales with Simply Sourdough Goa.
- Demonstrated expertise in AI applications and rapid prototyping to solve industry-specific challenges.

[GoodMeetings](#)

Consultant/ Head - New Business

Remote, August 2021 - Feb 2023

Driving product evolution to find product-market fit, with cross-functional responsibilities in sales and product for an Analytics based Video Conferencing startup.

- Worked with 10 lending & service companies to **set up processes for remote video inspections**.
- **Brought in 5 partners** in sectors as diverse as lending to auto repairs.
- **Developed 4 custom reports on google data studio** for the B2B SaaS market
- Worked with product teams to make the dashboards run off **real-time data from the platform**
- New verticals currently **contribute 51% of company revenues**.

[Maal-e](#)

Founder & CEO

Delhi / Ahmedabad, July 2017 to June 2021

Maal-e (*Hindi for Gardener*) was an attempt to improve the ease of ownership and resource efficiency of growing plants. It started with households but pivoted to farms when it was observed that they consume **nearly 90% of India's Ground Water**

- **Deployed 10 kits** using Arduino development boards to understand household customer data
- Pivoted to automating irrigation pumps, the indiscriminate use of which cost the Indian Exchequer **INR 750 Billion/year in subsidies**.
- Received the NIDHI Prayas grant of **INR 1 Million** from the Government of India for developing prototypes and gathering data on consumption patterns
- **Data validated the operation of a vicious cycle**. Underinvestment in infrastructure led to erratic power supply, leading to losses in pumping and consequently higher usage of pumps

- Closed the venture as the **Covid-19 pandemic changed government priorities** and lockdowns made it impossible to continue regular operations

Cyient

Manager Special Projects (IT)

Hyderabad, June 2014 to June 2017

Cyient is a 1.19 Bn\$ Indian multinational technology company that is focused on engineering, manufacturing, data analytics, and networks and operations. As part of the CIO organization, I helped deliver the transformation in organization structures and IT systems to **improve the accuracy and availability of operational metrics**

- Co-managed the Cross-Functional team that designed and executed the **shift from a cost center to project-based accounting**
- Transitioned IT systems and 13,000 employees across the globe with **zero revenue loss**
- Worked with HR, Finance to identify ideal processes and metrics that would aid in decision making
- Identified and supported the **upgrade of SAP and implementation of Workday**
- Sourced, socialized, and scaled the implementation of **Tableau** to give leaders access to data across systems with the ability to drill down to the project level.
- Reduced reporting time to **close plus 2 days** by integrating Tableau with other IT Tools
- Decided to apply this **learning around IT systems to start a new venture**

Indian School of Business

Student, Post Graduate Diploma and Management

Mohali, April 2013 to April 2014

Founded in Association with Kellogg and Wharton, ISB is consistently ranked India's best business school. My goal at ISB was to **scale my capabilities for transforming larger organizations**

- Learned the various tools for **evaluating, optimizing, and predicting** large business processes
- Backed up **data with stories** while aligning in flat student workgroups

Titan Communications

Founder & CEO

Delhi, Jan 2011 to April 2013

Worked with the Federation of Indian Pilots to improve engagement with their base of 5500 commercial pilots. This included **publishing the FIP Journal and forging OEM partnerships.**

- Updated **printing specifications and design templates** to give the Journal a new look
- Forged partnerships with global safety institutions, to **improve the content and drive engagement**
- Built a **lasting partnership with Honeywell** (2011-2017) to span advertisements, joint seminars, and simulator sessions
- **Put in place processes** that allowed the Journal to be produced with minimal involvement till 2020

Akash Media

Assistant Editor

Delhi, April 2010 to April 2013

Optimized the operating structures for a niche publishing venture by identifying the relative importance of customer pain points and identifying unmet needs

- **Decreased costs by 30%** by optimizing printing specifications and vendors
- Improved visibility by **exhibiting in trade shows at no extra costs** through a barter system
- Identified revenue opportunities in organizing seminars **that brought in INR 2 Mn**
- Identified **Publication as a Service** as the next step for personal growth

AT Kearney

Research Analyst

Gurgaon, August 2009 to March 2010

Fulfilled the **data & analytics requirements** of client proposals and projects, executed by consultants across the globe.

- Worked on **qualitative forecasts** for currency and commodity prices
- Worked with a consulting team to **identify expansion opportunities** for a Japanese Company
- Moved on from this role to gain **more hands-on experience** in business operations

College of Business Studies, Delhi University

Student, Bachelors of Business Studies

Delhi, July 2006 to June 2009

Shaheed Sukhdev College of Business Studies (SSCBS) is a premier institution of the University of Delhi and is consistently ranked as India's best undergraduate school for business studies.

- Graduated First Division with Majors in Marketing