

Kumar Om



PROFILE SUMMARY

I have over 4+ years of experience working in leadership roles across startups. During my time at Humma Dairy and Better Daily, I handled major departments and played a key role in growth and operations. For my own e-commerce venture, ShoppMix, I managed everything from product and marketing to overall strategy. I enjoy leading teams, solving real problems, and helping businesses grow from the ground up.

EDUCATION

Bachelor Of Technology (B.Tech)  
NSEC, Kolkata, West Bengal  
C.G.P.A – 8.68                      2020–2024

CONTACT DETAILS

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PERSONAL INFORMATION

Citizenship: **Indian**  
Languages: **English, Hindi**

SKILLS

- Strategic Planning & Execution
- Team Leadership & People Management
- Supply Chain & Logistics Management
- Market Expansion & Go-to-Market Strategy
- Product Research & Portfolio Management
- Performance Analytics & Data-Driven Decision Making

EXPERIENCE

**Founder’s Office | Better Daily** 2025.04–Present

- Played a core role in establishing the company from the ground up, including company foundation, operational setup, and early-stage strategic planning.
- Built and scaled teams across functions by driving end-to-end recruitment, onboarding, and performance management.
- Developed and executed city-level growth strategies in Delhi and Mumbai, including facility setup, workflow, vendor finalization, and launch readiness.
- Streamlined logistics and supply-chain processes, improving delivery efficiency, reducing operational gaps, and ensuring timely order fulfillment.
- Managing daily operations to ensure good quality and smooth processes.
- Also providing consulting support to Humma Dairy and the founder’s other brand, Saami, to help improve operations and strategy.

**Founder’s Office | Humma Dairy** 2024.10–Present

- Led all core departments (Ops, Sales, Production, HR), with all functional heads reporting directly to me.
- Held authority to implement key business initiatives, with all major decisions reviewed and shaped under my guidance
- Scaled daily sales from 150L to 2000L, surpassing the plant’s original 1000L capacity through strategic market expansion.
- Oversaw strategic planning, industry research, and competitive benchmarking to drive business growth.
- Continuously analyzed performance data to drive improvements and handled reports, presentations, and cross-team meetings.

**C.E.O & Founder at ShoppMix** 2021.04–2024.05

- Led and built a high-performing team of 8, fostering a collaborative and ownership-driven environment.
- Spearheaded the expansion of ShoppMix from a limited product range to offering over 15,000 products nationwide.
- Identified market opportunities, directed organic marketing campaigns, and developed comprehensive marketing strategies to drive growth and enhance brand visibility.
- Utilised data analytics, particularly Google Analytics, to optimise marketing efforts and drive lead generation.
- Forged partnerships with leading delivery providers like IndiaPost and Shiprocket to ensure efficient delivery.

AWARDS AND CERTIFICATIONS

- **Certificate of Honour** – Guest Speaker at Conference 2.1 (SK Associates & Group)
- **Finalist** – Shiprocket Shivir Awards 2023 (**Most Young Emerging Entrepreneur**).
- **Inferno Business Fest Award** – Recognized for ShoppMix.