

# Vishal Khandelwal

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📍 Location: Bengaluru, India

## Summary

Strategy-focused professional with 2.5+ years of experience in IT and consulting, delivering high-impact product launches & business transformations across pharma, cloud, & automotive sectors. Completed PGDM in Business Management from XLRI; skilled in GTM strategy, workflow optimization, and data-driven decision-making.

## Education

**XLRI - Xavier School of Management, Delhi NCR**

Jun 2023 – Feb 2025

PGDM – Business Management, CGPA: 6.44/8.00

Delhi, India

**NIT Jalandhar – National Institute of Technology, Jalandhar**

Jun 2016 – Mar 2020

Bachelors in Textile Technology, CGPA: 7.98/10.00

Jalandhar, India

## Skills

**Programming Languages:** SQL, R

**Data Analytics & Visualization:** MS Excel (Advanced, VBA & Macros), Tableau, Power BI, IBM SPSS, Google Analytics, Bloomberg

**Project & Product Management:** MS Project, Figma, Atlassian, JIRA, Confluence

**Other Tools/Technologies:** Microsoft suite, Oracle Data Integrator (ODI), Cloud infrastructure (IaaS, GPUaaS), Exposure to AWS and Azure

## Professional Experience

**OLA KRUTRIM, Bengaluru | Product Manager | Strategy & Tech Transformation – Cloud**

May 2025 – Present

- **Led GTM transformation for a next-gen AI cloud platform (Krutrim)**, accelerating digital infrastructure adoption and driving a 57% increase in daily active users within 6 weeks, contributing to Krutrim's positioning as a cloud-native alternative to global hyperscalers
- **Designed and operationalized "Sankalp", a strategic GTM acceleration program** targeting developers and B2B enterprises; improved cloud resource utilization by 80%, reducing onboarding time and fast-tracking customer acquisition by 2.5x in competitive segments
- **Formulated and implemented a dynamic compute resource allocation framework**, enhancing GPU usage efficiency by 34% and reducing infrastructure idle rates, directly impacting cloud profitability metrics and long-term scalability
- **Drove product iteration strategy using funnel analytics (via MoEngage) and VOC loops**, enabling a 25% reduction in monthly churn and boosting SME client retention by improving activation paths and usage depth
- **Owned cross-functional product roadmap delivery across 8 enterprise-grade epics** in compute, storage, and orchestration domains, aligning execution with P&L objectives and GTM OKRs in collaboration with engineering, finance, and marketing leaders
- **Crafted strategic investor narratives and transformation blueprints** for internal executive reviews, supporting Krutrim's market differentiation and enterprise adoption goals within India's growing cloud economy

**ZS Associates, Pune | Decision Analytics Associate | US Commercial Analytics**

Aug 2021 – Jun 2023

- **Led analytics modernization initiatives for a Fortune 500 US pharmaceutical client** across cardiovascular, oncology, and hematology portfolios, supporting commercial strategy and **generating \$3M+ in operational savings through redesigned SQL pipelines and automated reporting layers**
- **Enhanced treatment persistency and compliance by 2.4%** by analyzing patient journey disruptions and Rx abandonment causes; **integrated market data, epidemiology trends, and payer dynamics to advise marketing teams on retention strategy**
- **Enabled 18% uplift in physician reach and 2.8% switch share gain via ML-powered segmentation (XGBoost)**, identifying 160+ prescriptive drivers across 7 US regions, informing GTM plans and field force allocation models
- **Partnered directly with senior client stakeholders (Directors & ADs)** to co-create targeting strategies, omnichannel engagement models, and risk-mitigation frameworks tailored to lifecycle stage, payer access, and market dynamics
- **Developed strategic playbooks and "next-best-action" models for field managers**, institutionalizing AI-driven insights to improve HCP engagement efficiency across 3 therapeutic areas
- **Contributed to new business acquisition, co-authoring proposal decks and SOWs** that secured a multi-quarter Patient-Level Analytics engagement, displacing a competing vendor
- **Recognized with ZS "Be My Star" award (Smart Start category)** among 500+ analysts for leadership in analytics delivery and client impact across 80M+ data points

**Cubastion Consulting | Associate Consultant | CRM & Process Optimization**

Jan 2021 – Aug 2021

- **Delivered end-to-end CRM transformation for a leading Japanese automotive client** by reengineering Siebel CRM workflows across lead and order management, achieving a 93% reduction in process steps and a 75% improvement in turnaround time, significantly enhancing dealer response rates and customer conversion
- **Automated batch integration and reconciliation processes using Oracle Data Integrator (ODI) and Excel VBA**, resulting in 100+ hours of annual effort savings and improved data accuracy across lead lifecycle systems
- **Developed and deployed ETL pipelines for CRM data warehousing**, optimizing data ingestion and reducing load times by 18%, which enabled faster reporting cycles and improved upstream analytics
- **Built executive-level Tableau dashboards tracking 20+ KPIs** across inventory, service requests, and lead sources; additionally optimized Power BI datasets, reducing memory usage by 65% and refresh time by 25%, improving cross-functional access to real-time operational insights
- **Won 1st place in an internal CRM innovation hackathon**, recognized for pioneering a CRM adoption framework leveraging user behavior analytics and UI simplification

Achievements

- International Exchange Student | Aston University, United Kingdom

Dec 2024

  - Selected for an International Exchange Student Program at Aston University, UK (ranked in the top 10% globally by QS rankings) from XLRI
  - Achieved a perfect GPA of 4.00/4.00 during the fall term
- National Semifinalist | Flipkart Wired 7.0 - Product Track

Aug 2024

  - National Semifinalist position (20/420) – Designed & formulated GTM strategy for 3 new features for the Flipkart E-commerce platform
  - Suggested subscription-based model by evaluating competitors, projecting ~20%+ annual profit growth, and identifying 5 potential risks
- ZS Star Awardee | ZS Associates

Mar 2021

  - Awarded the ZS Be My Star (Smart Start Category) among 500 employees for leading patient-level analytics workstreams involving 80M+ data points

Publications

- Textile Coloration Using Artificial Neural Network & Fuzzy Logic | Asian Textile Journal

Mar 2019

  - Published a review paper - "Recipe Prediction in Textile Coloration using Artificial Intelligence and Fuzzy Logic" in the Asian Textile Journal (March 2019), contributing to academic and industry advancements
  - Proposed 5+ enhancement scopes for ANN systems in fabric coloration and conducted a literature review of 15+ research papers exploring the business applications of ANN and soft computing techniques

Position of Responsibility

- Executive Member, Corporate Relations Team | XLRI - Delhi

Jun 2024 – Jan 2025

  - Facilitated and managed 30+ corporate recruitment events, including pre-placement talks, leadership sessions, & guest lectures, in coordination with the placement committee
- Placement Representative | NIT Jalandhar

May 2019 – May 2020

  - Served as Placement Coordinator, driving a 27% increase in new recruiters (98 companies) and achieving a 21% rise in median salaries