

Anant Dimri

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EDUCATION

MBA, Management Science

Expected May 2027

Boston University, Questrom School of Business; Boston, MA

- Dean's Scholarship Recipient, Focus: Product, Strategy & Analytics

B.Tech, Computer Science

July 2018

Manipal Institute of Technology, India

WORK EXPERIENCE

Hiver Inc; Bengaluru, India

July 2023 to July 2025

Technical Lead – Strategic Initiatives

- Released Outlook-based email client to market; defined roadmap, managed cross-functional execution, and achieved 10M+ emails sent, \$350K+ ARR in year one, growing customer adoption and seamless activation experiences.
- Launched AI-driven support features, including knowledge base, automated query resolution, and email auto-tagging; handled 5K+ queries/day, minimized response time by 40%, and enhanced CSAT by +4, cutting down churn.
- Optimized infrastructure and release pipeline, enabling 65% faster deployments and \$55K annual savings, lowering Customer Acquisition Cost (CAC) and facilitating reinvestment in growth initiatives.

Software Development Engineer III - Strategic Initiatives

- Identified customer friction in onboarding through funnel analysis and user feedback; defined and drove Microsoft OAuth integration, simplifying sign-up/sign-in and improving completion rates **25%**
- Improved onboarding experience by redesigning email sync workflow; reduced load time by 66%, increasing activation rates and boosting early retention.

Simpl Inc; Bengaluru, India

August 2022 to April 2023

Senior Software Engineer - Payments

- Shipped a new payment gateway architecture serving as an intelligent intermediary between merchants and end-users; unlocking \$250K in annual revenue while strengthening user activation and retention.
- Optimized Autopay system to increase reliability; achieved a 0.5% increase in success rate, \$80K annual revenue growth, and 40% faster processing, enhancing customer retention and lifetime value.
- Introduced partial payment feature for delinquent users, boosting recovery rates by 1.2% (~\$48K) and reducing churn.

Zoomcar Inc (Nasdaq: ZCAR); Bengaluru, India

June 2021 to August 2022

Senior Software Engineer – Growth

- Launched rule-driven Offer Engine with 60+ targeting parameters using A/B testing methodology, improving personalization effectiveness by 55% and driving 10% higher engagement rates.
- Revamped referral program across 4 regions, scaling acquisition to 500K+ new users, generating \$1.5M ARR, and boosting funnel metrics by 25%.

Kuvera (Acquired by CRED); Bengaluru, India

October 2019 to June 2021

Software Engineer - Platform

- Shipped Kuvera Insights, allowing 1M+ investors to make data-driven portfolio decisions; strengthened user retention and engagement.
- Accelerated product releases by introducing real-time updates; cut deployment cycle times by 70%, saved 500+ developer hours annually, and enabled faster feature delivery and activation improvements.

SKILLS

Product & Growth Strategy: Roadmap Planning, Go-to-Market (GTM), AARRR Metrics (Acquisition, Activation, Retention, Referral, Revenue), Churn Reduction, Monetization Strategy, Funnel & Cohort Analysis.

Analytics & Tools: A/B Testing, Tableau, Looker Studio, Metabase, KPI Design, Data-Driven Decision Making.

Technical Proficiency: Ruby, Python, SQL, APIs, AWS, Git, Agile/Scrum, Kubernetes, Jira, Confluence

Awards & Achievements: McKinsey Forward Program(July 2025); High Impact Award at Hiver(2024), Top 10 in Marathon.