

# Aniket Surati

## Address

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## Contact Details

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## Summary

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Professional with 9+ years of experience in product and strategy across sports, e-commerce and fintech, delivering innovative and user-centric digital products. MBA from the University of Cambridge (2021). *No visa sponsorship required.*

## Experience

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### Ellevote Football (*Series A: Football training app backed by GEMS Education, CAA Stellar*)

London, UK

Head of Product

Apr 2021 – Present

- Drove the development and improvement of the business strategy and product roadmap through customer research, competitor analysis and rapid prototyping.
- Hired and coached a team of 7 to drive cross-functional projects across product, design, engineering, and marketing.
- Conceptualised and launched two product lines across app and web – growing the user base organically from 0 to 80k within 2 years.
- Created a revamped in-app gamification model and pricing strategy through user research to increase 90-day retention by ~25%.
- Executed mission-critical strategic, financial and operational projects with the CEO and Investors
- Select key projects: Payment gateway & In-app store, Coach analytics dashboard, Automated training plans, Referral engine, PostHog analytics and OAuth2 implementation.

### Manchester United (*One of the most popular and successful sports teams in the world*)

London, UK

MBA Consultant – Product Strategy

Feb 2021 – Apr 2021

- Developed consistent cross-club D2C offering (streaming/membership) to unlock recurring consumer revenues.
- Analysed consumer data and performed industry research to identify customer needs and trends for sports businesses

### Vested Finance (*Series A: FinTech backed by OVO fund, Ankur Warikoo*)

Mumbai, India

Product Manager

Sep 2019 – Aug 2020

- Collaborated with founders, engineering, and design teams to successfully launch Web and Native App features, resulting in a 20% month on month growth in funded accounts.
- Conducted research and usability testing to optimize the 'Transfer Funds' section, leading to a 10x in repeat deposits.
- Developed a Product Market Fit (PMF) engine, driving over \$100M in trades with a 54% PMF rating.
- Managed the development and implementation of multi-factor authentication for enhanced log-in security.

### Factspan (*Consulting firm building tech solutions using data and AI*)

San Francisco, USA

Senior Consultant- Product Management & Analytics

Feb 2016 – Feb 2019

- Led a team of 8 in designing, launching, and experimenting with new products, to achieve critical business targets.
- Established an A/B testing process and governance structure for a Fortune 500 retailer, conducting over 160 experiments.
- Developed a data-driven product roadmap to enhance search features for an E-commerce client, contributing to approximately US\$20m in annual sales growth.
- Increased order conversion by 8% and average order value by 13% by analysing user data of an omnichannel retailer.
- Developed a room-allocation system that achieved a 97% match rate for guest preferences, resulting in higher user retention rates.

## Education

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### University of Cambridge

Sep 2021

Master of Business Administration

### University of Pittsburgh

Dec 2015

Master of Science, Industrial Engineering (GPA 3.7)

### University of Mumbai

May 2014

Bachelor of Engineering, Production Engineering

## Additional information

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**Key Skills:** SQL, Figma, A/B Testing, HTML, CSS, Javascript, Tableau, Mixpanel, Google Analytics, PostHog, Webflow, Financial Modelling, Strategic Planning, Market Analysis, User Research

**Certifications:** PFSA Level 1 Scouting, Six Sigma Green Belt

**Interests:** Sports (Football, Cricket, F1, Tennis), Mountain Climbing, Snowboarding, Traveling