**ASHUTOSH GARG**

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**EDUCATION**

**DELHI COLLEGE OF ENGINEERING, DELHI UNIVERSITY New Delhi, India**

***Bachelors of Engineering in Computer Engineering (Secured 77%)* Aug 2006 - Jun 2010**

* Ranked among top 10% in the department and graduated with distinction
* Ranked among the top-0.5 percentile of the 500K students who took the All India Engineering Entrance Examination in 2006

**EXPERIENCE**

**BAKFY***- An award winning mobile app which acts as local twitter for schools and**colleges* **Bangalore, India**

***Founder/CEO*** **Jan 2014 - Current**

* Bootstrapped the startup for 10 months using lean startup philosophy before successfully negotiating terms with a Los Angeles based company called Science Inc. for acquisition of Bakfy; paperwork for the same under process
* Spearheaded strategy and execution of marketing efforts, expanding Bakfy to 75+ colleges and 10,000 users by increasing presence on social media (4000+ Facebook likes), guerilla marketing tactics, content marketing (campusblab.com), and growth hacking techniques
* Played key role in defining product architecture and charting out product roadmap
* Played dual role of product manager and program manager: defined workflows, created wireframes, defined growth matrix and personally interacted with 200+ users for product feedback; achieved 90% user retention rate with $1000 savings in burn rate and 100% reduction in time-to-market
* Led all hiring initiatives; interviewed 150+ candidates by participating in campus placement drives at 5 leading engineering colleges and through internship portals; successfully increased team size from 2 to 6 employees and 25 interns

**10,000 STARTUPS Bangalore, India**

***Fellow* Oct 2013 – May 2014**

*A visionary initiative by NASSCOM to enable growth of 10,000 Indian tech startups over the next decade; touted as a game-changer for the ecosystem*

* Youngest ever fellow of NASSCOM; selected for the role among 100+ consultants at Zinnov
* Evangelized the program in ecosystem: led representations at tech conferences and startup events, forged partnerships with incubators, venture capital firms and academia, created mentor network for startups; resulted in 3000+ startups applying for the program, portfolio companies raising $10m in total, and Intel joining as a strategic partner, making 10,000 Startups the largest startup initiative in Asia
* Created proposal for Aadhar Diffusion Project and pitched to Nandan Nilekani (Infosys Co-founder). The project aims to create a mobile app developer ecosystem around the Aadhar (a national identity program akin to the Social Security Number), which will potentially impact 1 billion lives
* Advised three startups on the go-to-market strategy, product-market fit, and growth strategy; helped raise angel investments worth $200K

**ZINNOV MANAGEMENT CONSULTING Bangalore, India**

*A strategy consulting firm with offices in US, India and Singapore, providing advisory services to Fortune-1000* **Nov 2010 – May 2014**

*companies on market expansion, globalization, people practice and M&A*

***Consultant***  **Aug 2012 – May 2014**

* Led a team of 3 to conduct due diligence and landscape analyses which ensured $1B investment in major Indian IT company by a megacap PE firm
* Explored business opportunities in Google for major Indian IT service provider. Client had direct revenue impact of $50M in immediate quarter and inroads into an opportunity worth more than $2B; Zinnov earned revenue share, making this one of the largest projects in terms of ticket size
* Led a team of 4 to identify M&A opportunities for a global technology/networking major. Conducted due diligence based on synergy ‘fit’ and revenue growth potential; convinced CXOs of 8 companies to initiate acquisition talks with client

***Associate Consultant***  **Nov 2010 – Jul 2012**

* Created plan for global organizational restructuring for a US based payments company; led to reduction in contractors/full-time employee ratio by 50%, reduction in average go-to-market time by 50%, $130M bottom line savings and $110M revenue growth
* Restructured the operations in India for a European telecom major; led to 300% growth in headcount and 400% increase in efficiency, in 3 years
* Conducted extensive study on investment opportunities in the Indian education sector at bottom of pyramid; presented recommendations to major multinationals in India; enabled flow of funds worth $1.2M to social enterprises in this sector

**ORACLE CORPORATION Bangalore, India**

***Member Technical Staff*** **Jul 2010 – Oct 2010**

* Developed key components of patch automation for Oracle Enterprise Manager, reducing turnaround time for 100K+ customer installations
* As part of Oracle Volunteers Program, led a team of 50 employees to create awareness about waste management in 1 sq km area around office

**ADDITIONAL INFORMATION**

***Internships***

* **Department of Information Technology, Govt. of India** (**Summer 2009):** Developed web app for Delhi metro rail; the app provides 3M daily riders of metro with access to schedule and route information of metro and feeder bus service
* **National Informatics Center, Govt. of India (Winter 2009):** Developed major use cases for ‘Crime Information Extraction From Narrative Reports’ to help analyze and forecast crimes, later developed into an application which is currently being piloted in 3 constituencies in New Delhi.

***Community***

* Founded **Ecofreaks**, a registered non-profit, with a vision to make urban public areas waste free; worked closely with Bangalore municipality, local community and social groups and enabled closing down of 20 dumping grounds in Bangalore; provided valuable inputs to the Public Interest Petition filed by activists, which was later passed by the State High Court, making waste segregation at source a law, directly impacting 1M people
* Offered a fellowship at StartingBloc, an international conference for global change-makers