

# AABHAR GILHOTRA

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## SUMMARY

Experienced program management professional specializing in the e-commerce sector with over 10 years of experience leading cross-functional teams to drive growth, profitability and operational excellence. Demonstrated expertise in zero to one, strategic planning, vendor and supply chain management, cultivating partnerships and leading through data-driven decision making to enhance product offerings and customer experience.

## SKILLS

- Program Management
- Zero to one
- Strategic Planning
- Category Management
- Growth Operations
- Data Analysis
- Stakeholder Engagement
- Problem-solving
- Leadership

## EXPERIENCE

06/2024 - Current

### *Associate Director - Strategy, Shiprocket, Gurgaon*

- Led CargoX on the zero to one journey alongside the CEO to create SOPs, enable sales, and drive PNL improvements for both imports and exports for all heavy shipments across the globe. **Tripled revenue within 3 months** by streamlining processes and enhancing product offerings.
- Responsible for TOF improvement, monthly revenue target setting-allocation-tracking-incentives, owning business requirements for product development, shipment SLA adherence and overall gatekeeper for SOPs.

07/2023 - 12/2023

### *Senior Business Manager, Paisabazaar, Gurgaon*

- As a business head for the Credit Cards marketplace, I worked with Product, Marketing, Analytics, Operations, and external stakeholders to ensure we were on track for the business goals. I focused on solving bottlenecks, improving efficiencies, and learning on the go while improving the number of cards sold from X to 1.5X in 6 months.

09/2018 - 06/2023

### *Senior Program Manager - Growth Ops, Dunzo, Bangalore, Noida*

Sep 2021 - Jun 2023

- Directed the nationwide launch of **100+ dark stores**, optimizing operations and market reach.
- As an individual contributor, successfully **launched Alcohol Delivery in Kolkata from zero to one** while adhering to excise regulations and overseeing geo creation, supply allocation, vendor partnerships, pricing tiers, and BTL marketing for the city.
- **Led the Profitability track** for the organization and drove daily P&L improvements for all dark stores.

Apr 2020 - Aug 2021

- Program managing all things new at Dunzo, launched the new Private Label vertical as an **individual contributor** over a period of one year during Covid-impacted months.
- Conducted extensive user and industry research to get the pulse of the market.
- Worked with the legal team to draw the Legal model, get approvals, licenses for the business.
- Worked on competition benchmarking to understand the gaps that needed to be filled in the

market.

- Built a roadmap to bring the said initiative to fruition, created a P&L, and obtained all necessary approvals from internal and external regulatory authorities.
- Conducted market fitment tests for the offering and reconfigured the offering based on the feedback.
- Built the supply network required to facilitate the function flow and planned the GTM.
- Brought **Dunzo branded 25+ SKUs to the market.**

Aug 2019 - Mar 2020

- **Started and led B2B** services in Noida, eventually expanding the team to cover the entire NCR region.

Sep 2018 - July 2019

- Delivered top projects and features rollout in Q4 and Q1 by ensuring consistent and transparent status updates with all stakeholders (Business, Engineering, Product, Leadership).

10/2016 - 09/2018

***Supply Chain & Refurbishment Manager, Furlenco, Bengaluru***

- Owned the reverse supply chain for Furlenco and established a third-party refurbishment process in the beginning. Then, streamlined the same to establish an in-house refurbishment ecosystem across cities for the company to help recover assets upwards of 2cr every month.

03/2015 - 09/2016

***Key Account Manager - FMCG, Snapdeal, Gurgaon***

- Managed over 100 accounts for sellers across FMCG for five different categories and delivered monthly targets.

10/2014 - 03/2015

***Senior Marketing Associate & Student Ambassador Manager, Cashkaro.com, Gurgaon***

- Conceived the Student Ambassador Program to achieve rapid word-of-mouth promotion by designing an incentive-based program for students and managing them and conducting GTM for the same by hosting and anchoring events across IITs, IIMs, DU etc

07/2011 - 04/2012

***Co-Founder, Cafe De Rock, Gurgaon***

- First entrepreneurial experience

## EDUCATION AND TRAINING

05/2014

**MBA, Marketing, International Business**  
*Birla Institute of Management Technology, Greater Noida*

05/2012

**Bachelor's, international Hospitality& Business Management**  
*AIHTM, New Delhi*

2007

**ICSE Board: 12th Standard**  
*St. Xavier's Senior Secondary School, Sirsa*

## CERTIFICATIONS

- PMP certified from PMI
- Generative AI professional from Oracle

## REFERENCES

References available upon request.