

# Siddhant Matre

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## Professional Experience

**Head of Strategy & Corp Dev, Pharmarack** (B2B Ecommerce and Analytics platform for pharma supply chain)

Jul'17-Jun'24

Corporate Strategy:

- **Anchored the \$50Mn+ acquisition** of Pharmarack by a consortium of 17 pharma companies driving 5-year strategic roadmap, investment planning, due diligence and business presentations.
- **Managed investor relations** and fundraising efforts that resulted in **raising over \$4 million**.
- Spearheaded the **Post Merger Business Integration project** to define organization structure, department KPIs, identifying capability gaps and achieving **\$2 million cost optimization** by leveraging synergies across both companies.
- Led identification, **evaluation and execution of strategic partnerships** to augment business growth.
- Developed **business-cases for major investments of ~\$10 Mn+** to justify cost impact on overall business objectives.
- Design **monthly MIS for the board** including P&L, KPIs, Operational parameters & key program updates.

Strategic Programs/PMO Office:

- **Collaborated with the CEO & Leadership team** to drive critical projects, new initiatives, and stakeholder management.
- **Designed and scaled** manufacturer to distributor **ecommerce platform to \$1 billion GMV and 5000+ buyers**, overseeing product development, client engagement, and GTM strategies.
- Led growth strategy of retail commerce platform, **tripling users to 200,000+ chemists** and increasing industry **digitization from 4% to 17%** over 3 years.
- **Launched Public Health Vertical** through partnerships with a leading global non-profit org with the vertical **now generating 10% of overall revenue**.
- **Launched 'Territory Health Index'** using **platform transaction data** to help improve MR productivity by enabling granular pincode level insights like market share, distribution strength and bounce rate.
- **Led the Center of Excellence** to drive GTM for field sales **to achieve 105% of targets** on average over 2 years.
- Strategized the launch of logistics vertical across 10 cities, achieving **\$100 million GMV ARR** in 15 months.
- Administer and streamline processes **to improve operational efficiency averaging 7% per project**.

Business Development:

- **Managed P&L of three B2B SaaS Products**, improving the client base by 3x and increasing the **revenue contribution to 30% of the overall revenue** while leading a team of 6 people.
- Codeveloped Joint Business Programs with top clients to deliver on the defined KPIs leading the project from pilot to full scale developments **delivering 2x YoY growth**.

**Cofounder, Roder** (B2C ride hailing platform revolutionizing intercity travel)

Aug'14-Jun'17

- **Scaled the business from scratch to 20+ cities** with a **revenue of \$600,000 ARR** within 24 months
- **Led active fundraising efforts** by developing targeted investor pitches that **yielded \$300,000 in capital**.
- Primarily driving operations, **generated a supply of 2000+ supply partners** with a **fulfilment rate of over 97%**.
- Designed Loyalty Program for supply partners resulting in **50% higher ride acceptance rate**.
- Led Customer experience, Business Analytics, Investor Relations and team building (30+ employees).

**Analyst, Absolutdata** (A data analytics company)

Jun'13-Feb'15

- **Implemented Market Mix Models** for global clients, employing data consolidation, regression, and ROI analysis.
- **Developed a VBA application to automate** the generation of Data Review decks from standardized datasets, resulting in an **80% increase in process efficiency**.

## Education

Indian Institute of Technology  
B.Tech+M.Tech, Industrial Engineering & Management

Kharagpur, India  
'08-'13