

# SWAPNIL CHOUDHARY

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## WORK EXPERIENCE

### Founder's Office, Strategy and Operations at Kenko AI [B2B VSaaS] - Seed Round

Aug, 2024- Present

- ❖ Own the People Pie of the Company - **1 Direct reportee**
  - People and Culture Development Bottoms Up [Goal Alignment and Employee Satisfaction]
  - Hiring New People and putting the right people at the right place.
- ❖ Own the Finance Pie of the Company - **1 Direct Reportee**
  - MIS Preparation, Developing and Installing Financial Controls in Place.
  - Investor reporting as well as Cost realignment to meet and progressively reduce Burn Nos.
- ❖ Own the Data Pie of the Company - **3 Direct Reportee**
  - Data Democracy for All. Everyone in the Organisation should have access to all Team critical Nos.
  - Build a Data Pipeline so that Data can flow between SaaS Systems and a Consolidated view is generated.
- ❖ Own the Success Pie of the Company - Post Go-Live for the Customer - **7 Direct Reportee and 4 Indirect reportee.**
  - Built the People and Process for AI -1st Support Pie. Currently Building the Systems for Handover to Specialists.
  - Built the People part of the Growth Strategists of the Success Pie.
    - Working right now to Institutionalize the Process for the Growth Strategy/Advisor Team
- ❖ Co-Create and rebuild the Marketing Funnel- BOFU Spends
- ❖ Work with Functional Leaders and drive the following:-
  - **PMM Enablement**
  - **Product X Engineering X Design POD Structure Redesign**
  - **Unlock Sales AE growth by setting up Audit Infra and develop a Product Training Module**

### Growth Manager at Founder's Office @ EatClub Brands [D2C] - Series B -> Series D

Mar 2019- Jul, 2024

- ❖ Drive Sales Growth through Aggregator Platforms: - Zomato, Swiggy, ONDC. [>50% of the Net Business]
  - Sales X Strategy X Technology X Revenue X Operations.
- ❖ Collaborate with Leadership/Category Lead of the External Platforms to drive Key Business Metrics. (1)
  - Brand Marketing Allocation - Monthly Net Spends of 1.5Cr – 2Cr
  - Analyze Market Trends/ Drive Event Specific App Campaigns.
  - Efficient Negotiation and owning the P/L of the Platform.
- ❖ Lead EC's Technology Team for Efficient Tech Developments and Integrations. (2)
  - Tech Integration to a New Growth Partner. Last Activity: - ONDC – (Nov 2023 to Feb 2024.)
  - Quarterly Tech Product Improvement Planning
  - Deliver on Integrated Dashboard to Track Failures/ Track Rejections/ Track KPIs and alerts for Spikes
- ❖ Lead EC's Data Analytics Team to achieve Growth. (3)
  - **Analytics of Scratch Card Campaign** with FinTech Platforms.
  - **Measure the Outcomes of A/B Testing** of Marketing Campaigns.
  - **Measure the Trends/ Areas of Concern** where the Marketing Campaign would be bleeding.
- ❖ Work on Growth Projects as a SOLO Contributor to be able to Grow the Organization beyond the traditional Growth Plans. (4)
  - Revenue/Sales Collection Module
  - Affiliate Partnership of EC with D2C Brand - Generated **MRR of 20L**
  - New Store Launch/ Low Sales Store Analysis – GTM Strategy

### Business Analyst, Analytics Quotient (now Kantar Analytics)

Jun 2018- Feb, 2019

- ❖ Worked with the Membership and Dashboard team for one of the largest retail warehouse company.
- ❖ Worked in CRM Domain involving huge data-sets containing Shopping Metrics and Personal Information.
- ❖ Involved in AD-HOC Projects for getting the **Engagement Metrics** of the High-Value Customers for Reporting Purpose
- ❖ Involved in the **Campaign Generation team** and working on **IBM Unica** and learning **A/B Testing** and its Application.

Institution	Major	Grades	Year of Passing
Birla Institute of Technology, MESRA	BE (Production Eng.)	C.G.P.A- <b>8.5/10</b>	2018
Bridgeford School	Class- 12(C.B.S.E)	<b>91.4%</b>	2014
Bridgeford School	Class- 10(C.B.S.E)	<b>95%</b>	2012