

# Vikrant Shome

An IIM Indore, NIT Durgapur alumni having 6 years of Management Consulting, Marketing, & Business Development experience in internet commerce. Knowledge leader in the AI, EdTech, CareerTech, Logistics, and B2B SaaS sectors with proven track record of establishing effective Go-to Market, New Product Development, and fundraising strategies.



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## EDUCATION

### Indian Institute of Management (IIM) Indore

#### Master of Business Administration (MBA)

2017 - 2019

- Dean's List Best Summer Project Nominee, 2018
- Member of Placement Committee, 2017-2019
- City Volunteer (Mumbai, Bangalore, Kolkata) of IIMI Alumni Association, 2019 - Present
- Topper in subjects: Assertive Communication, Business Presentation 101, B2B Marketing
- International Finalist, HULT Challenge
- National Winner, Aditya Birla "Woo Me!"
- National Semi-Finalist, HUL LIME
- Regional Finalist, L'Oréal Brandstorm
- National Finalist, "Ideation Lab" by BCG
- Finalist, Optum Prime by UHG
- Founded i-Strategize: SME Consulting firm
- Junior Member, IIM I Table Tennis Club

### National Institute of Technology(NIT) Durgapur

#### B.Tech, Chemical Engineering

2013-2017

- Best Final year research in Chemical Dept.
- Secured Excellent (GPA 10) in 5 subjects and Grade A (GPA 9) in 24 subjects
- Scored 98%ile in Mu-Apt by Mu Sigma
- Topper in Aptitude, Math & Tech Club
- Secretary, Infrastructure Committee
- Member, Dramatics Club
- Researched under Dr. BC Meikap, ex-GATE Chairman and IIT K Professor
- Intern: NCU (core) of Haldia Petrochemicals

## Tools Knowledge

Mailchimp   LeadSquared   PowerBI   SQL

Tableau   Mixpanel   WhatsApp CRM   GitHub

Microsoft Office   Postman   Hootsuite   Jira

## CERTIFICATIONS

- Fundamentals of Marketing - SMStudy Global®
- Six Sigma - Green Belt, KPMG
- AdWords, Display, Search, Mobile – Google
- Inbound & Digital Marketing – HubSpot
- Facebook Planning Professional
- Selling to the C-suite by Jeff Bloomfield
- Ignite Emotional Engagement, LinkedIn
- Storytelling with Data, LinkedIn

## MEDIA PRESENCE

InsideIIM   CNBC   Artha99   Podcast

## KEY SKILLS AND PROJECTS

### Key skills

- Team building, training, leadership
- B2B growth leader – gardener approach
- Enterprise AI & SaaS sector expert
- First principal approach, customer first mindset
- Serial entrepreneur, self-starter, high ownership

## WORK EXPERIENCE

### AcadSpace | Founder & CEO

Bangalore, May 2022 – Present (32 Months)

#### Product Development | Android, IOS, M-site, and Desktop

- Developed an AI-powered SaaS MVP enabling university admissions via counsellors
- Conceptualized gamified user journey **boosting lifetime users to 100k+, 15k MAU**
- Launched in-app features:** career reels, AI prompt, tests; Grew session time to **9 mins**
- Achieved **\$200,000 GMV** by facilitating 100 admissions in pilot revenue for 2 colleges

#### Go-To Market | Counsellors & Colleges

- Led Ad-campaigns to create supply network of **100 counsellors** from **17 cities in India**
- Reached **1M views, 6x ROAS**, & CAC of **Rs 500**(10x cheaper than SaaS CAC in EdTech)
- Onboarded **15 colleges** on the demand side: PhysicsWallah IOI, Jain University, WUD
- Built an order book of **\$2.5M GMV, admissions** for the 2025 college admission cycle

#### Fundraising

- Successfully raised a total investment of **\$300k** across 2 funding rounds
- Liaised with VC & angels including **Artha99, IIT D, IIM I, & Stanford GSB alumni**

### LegalCare.io, Introbot.co, Relokate | Advisor, Fractional CBO

Bangalore, May 2022 – Present (32 Months)

- Assisted founders build **Enterprise AI** solns. in event mgmt. & employee benefit space
- Created outreach processes, onboarded marquee clients like **Infosys, Brillio, Apollo**
- Drafted investment thesis, deck, conducted market research, enabling **\$2M** fundraise
- Unlocked growth** by supporting founders with **hiring, resources, & networking**
- Overviewed **weekly, monthly sales activities** keeping sync with ovr. growth metrics
- Supported startups grow **5x YOY** by streamlining ops & focusing on core metrics

### RedSeer Consulting | Senior Consultant

Bangalore, Sept 2020 – June 2022 (22 Months)

- Implemented **15 GTM, NPd, & market research projects** for **US, EMEA, India** clients
- Created sector expertise in SaaS, EdTech, supporting **\$1B investments** for clients
- Co-authored the **1<sup>st</sup> Quick Commerce** research note, enabling fundraise in the space
- Liaised with **20+ CXOs, Global Bankers, & Government officials** under strict deadlines
- Managed performance of **6 consultants, 5 project managers, 3 BAs, & 15 researchers**
- Converted **6 client projects** worth **\$2Mn** by supporting Partners in proposal drafting
- Received **"Rising Star"** award in **3 months** of joining, out of **30 Consultants**
- Rated 4/5 in 3/7 projects** for overall performance in the first year of appointment
- Appreciated by leadership for effective work & achieved **fast-track promotion**

### Boston Consulting Group | External Consultant

Mumbai, Feb 2020 – Mar 2020 (2 Months)

- Drafted user journeys, found pain points, suggested features to improve experience
- Assigned measurable KPIs to features & calculated the impact of a pilot run on revenue & profit across users from the China market for a MedTech client

### Asian Paints | Brand Manager

Mumbai, April 2019 – Sept 2020 (18 Months)

- Led **15 Product Lines** in SmartCare division contributing **Rs 560cr+ , i.e., 75% revenue** of SmartCare business – **breakthrough BU at Asian Paints**
- Working with Ops, Legal, Media & Sales team for inventory planning & ad support
- Executed strategies to grow SmartCare **dealer spread to 35% & penetration by 5%**
- Designed and curated content for product pitch collaterals to enable B2B & B2C sales
- Improved helpline process; **increased customer satisfaction score by 3% to 95%**
- Implemented National TV Commercial for "Damp Proof" resulting in **10% sales boost**
- Created digital campaign achieving **\$2.7M revenue** from **2500 customers** in **2 weeks**
- Implemented **WhatsApp** training chatbots to train **4500+** Waterproofing applicators
- Streamlined procurement process of oversee products **increasing net margin by 2%**
- Introduced 3 new products, 5 SKUs and new category of Heat Insulation in collaboration with R&D and Sales team & effectively built brand elements with Ogilvy
- Researched **50+ products** in Hygiene space; **Launched 8 Products in 2 months' time**
- Launched product activations & realized **300% M-o-M growth** for Viroprotek
- Realized **Rs 200cr business** potential for Project Sales vertical in 2 months of joining

### Other Projects

Remote, 2017-2019

- Devised a Marketing strategy, Radisson Blu Indore increasing ABV by 12%
- Crafted B2B partnerships channel, JB Soft CRM enabling 500+ account activations