

AKSHAT MALHOTRA

Product, Analytics & Program Management Professional
MBA: SIBM-Pune, B.Tech: Computer Science & Engineering

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Mumbai



12+ years of diverse work-ex in leading digital first businesses at Fortune500 MNCs & tech start-ups. Passionate about leveraging tech & data to drive business outcomes. Key strengths in leading large cross-functional teams and stakeholder management.

Industry Experience	• Banking • Insurance • Hospitality • FMCG eCommerce • Pharmaceuticals • Automotive
Domain Expertise	• Product Management • Analytics & Data Science • Project & Program Management • CRM • Planning • Sales Strategy & Operations • Sales & Business Development • Training & Sales Capability Development • Inside Sales
Core Competencies	• Digital Transformation • Digital Marketing • Go-To-Market Strategy • Process Reengineering – SOP, SLA & Governance • Change Management • Annual Business Planning • Channel Management • Forecasting • Demand Planning • Cost Optimization • Profit & Loss Management • Loyalty Program • Budgeting • Channel Marketing • Vendor Contracting, Onboarding & Management • Partnerships • Cross Functional Team Management
Technical Skills	• Project Management: JIRA, Trello, Notion • Wireframing & Prototyping: Figma, Invision • CRM: Salesforce, Pipedrive • Digital Marketing: Google Search Console, Looker Studio, Adwords, Semrush • Web Analytics: Adobe & Google Analytics, Appsflyer, Clevertap • BI tools: Cognos, Tableau, Qlik Sense • Microsoft Office, Visio • Programming Languages: C, C++, JAVA, Python, SQL • Robotic Process Automation • AI/ML powered products • ChatGPT

Professional Experience

Aditya Birla Capital Digital	Head – Analytics (Products)	Nov-24 – Present
<ul style="list-style-type: none">Leading a team of data scientists, analysts to manage Product Analytics charter for the ABCD app – fintech super-app of Aditya Birla Capital – responsible for reporting, analytics, campaign planning, long term planning & budgeting exerciseSpearheaded usage of ‘Alternate Data Analytics’ from sources like SMS, Email, AI powered data enrichment apps (Anagog). Created Data Products and utilized alternate data for STP exercise, improved customer persona creationWorking with cross-functional team of data engineering, vendors (EY), technology to create efficient and scalable data platforms		
IDFC FIRST Bank	VP & Product Head – Digital Ecosystem	Dec-22 – Nov-24
<ul style="list-style-type: none">Led a team of Product Managers to build greenfield fintech platform- firstuni as a digital banking ecosystem for Education LoansLaunched MVP (built by McKinsey). Chartered product vision & roadmap for website, native apps (iOS, Android) & D2C journey<ul style="list-style-type: none">Conducted user research to understand pain points. Performed A/B testing to optimize landing pages, user journeys & redesign UI/UXIntroduced new features like financial calculators, tech module for telecallers, loan application journey, notifications engineDeveloped content (blogs, videos, colleges database) from proprietary sources & Gen AI. Built a Content Management System (CMS)Partnered with 10+ cos. Integrated via APIs/SSO to offer X-sell products & Value-Added-ServicesExecuted SEO/ASO activities, performance marketing campaigns on Meta & Google. Deployed web analytics tools (pixels, AEM, GA4)Increased traffic by 10X+, attracted 1mn+ visitors & generated 1L+ hot leadsConceptualized, designed and launched a ‘self-service portal’ to digitize customer support processes. Onboarded 10K+ customers		
HDFC Life	AVP – Program Management	Feb-21 – Dec-22
<ul style="list-style-type: none">Headed a full scale PMO - engagement with strategy consultants (BCG), enterprise-wide alignment, execution & monitoring of projectsDeveloped executive-level communication & dashboards. Presented updates on OKRs, KPIs to BU leadership & CXOs committeeSpearheaded Digital transformation with a significant focus on turning around the business (10%+ YoY growth)<ul style="list-style-type: none">Prepared business cases, BRD/PRDs, user journeys, UAT & release plan. Navigated scrum meetings, sprint plansDrove POC, GTM, adoption for 15+ apps/ m-sites/PWA - Lead management system, Cloud telephony, CRM, SFA, Pre-sales appAutomated 10+ processes, MIS through Robotic process automation (RPA) & bots. Yielded savings of ₹20L+ p.a.Collaborated with Data Scientists to co-create iEarn, a Machine Learning powered hyper-personalization app which generated customized tasks for salesforce. Amplified productivity & engagement of FOS ensuing lower attrition (20%) & higher revenue (25%)Pioneered an Analytics Hub. Created a 4-member team responsible for reporting, analytics and visualization of multiple data streams<ul style="list-style-type: none">Devised descriptive & prescriptive models on salesforce productivity, leads conversion etc., presented insightful analyses to leadershipPartnered with BCG Gamma consultants to co-create models for product & propensity recommendation, attrition forecastingPartnered with L&D team to revamp training programs and enhance Sales Capability of FOS & Managers. Instituted AI powered LMSConducted Business Planning for ₹500Cr. topline BU. Prepared AOP- financial projections, distribution footprint across 400+ branches		

Oyo Rooms	Sr. Manager – BD & Program Management	Jan-19 – Feb-20	
Program Head – Inside Sales, International Operations (USA & Canada) <ul style="list-style-type: none">Hired, coached and led a 100+ member team to support Oyo’s global expansion. Co-achieved 33% targets with 90% lower CACCollaborated with McKinsey to setup systems: CRM-Pipedrive, Dialer-Cisco, Property database-Reonomy, eSignature-DocuSign Business Development Head – Oyo Townhouse (Oyo’s premium hotel brand) <ul style="list-style-type: none">Led ‘war rooms’ & managed deal desk to contract 250+ hotels (5X growth) in 25+ cities. Represented Oyo at Intl’ Hospitality ExpoCollaborated with VP-Product to ideate and develop Co-Oyo App for partner engagement. Uplifted CSAT score by 5%			
Peel Works	Product/Business Head – eCommerce (eB2B grocery app)	Feb-18 – Nov-18	
Peel-works is a Unilever ventures funded start-up leading tech & data innovations in hypercompetitive Indian FMCG industry. <ul style="list-style-type: none">Led Product management for Taikee app. Integrated APIs to build modules for onboarding (retailer, distributor), fulfilment & inventory management, end mile logistics, payments collection, reconciliation & partner payouts, Dark Store level P&L. Acquired 8K+ retailersOwned Growth, Innovations & Expansion agenda. Initiated ‘Private Label’ business. Launched a supplier marketplace. Formed partnerships with ‘Bharti Walmart’, ‘Metro C&C’. Attained 10X growth in DAU%, GMV			
Novartis India	Manager – Commercial Excellence (SFE)	Mar-15 – Feb-18	
Business Partner – Sales Strategy & Operations (KAM, Respiratory BU- combined contribution of 33% to Novartis India’s topline) <ul style="list-style-type: none">Devised Sales Strategy. Created territory & account plan, FF org structure size & design, targets, reward/ incentives programsFormulated GTM strategy. Established a D2C channel, partnered with epharmacies - NetMeds, 1mg to launch a novel COPD drug Lead – CRM (Salesforce automation for 2000+ medical reps) <ul style="list-style-type: none">Owned Sales Force Effectiveness (SFE) scorecard for the organization. Improved all KPIs by 2-5%+Launched omnichannel marketing campaigns (email, social) for 360° customer engagementDigitized data collection & mining of manual processes (physician samples, field planning etc). Launched & drove adoption of BI toolsCreated 25+ e-learning & e-detailing modules on products & processes. Achieved 5★ ratings in 100+ training sessions conductedApplied a ‘Segmentation-Targeting’ model to enhance the quality & quantity of customer coverage by 10% (15K+ p.m. customer calls) Project Manager – SFE Projects (sponsored by CEO’s PMO) <ul style="list-style-type: none">Drove extensive cross-functional alignment to simplify 25+ workstreams through six sigma techniques, automation and process reengineering for a complex, regulator mandated process. Boosted FF productivity by 20%. Achieved annual savings of ₹4Cr.Built an electronic data exchange system to capture & store sales data of 2L+ chemists. Presented market trends to leadershipProposed & digitized FF performance management process. Converted paper/excel based appraisal forms to digital formatStreamlined FF T&E Process. Launched e-expenses system (SAP Concur). Prepared SOPs, policies. Coordinated with Big 4 auditors (Deloitte, PwC, KPMG). Increased compliance and business controls. Delivered savings of ₹2Cr.p.a.			
Castrol India	Demand Planner & Management Trainee	Jun-12 – Mar-15	
Demand Planner (B2B Lubricants SBU- ₹500Cr. contribution to Castrol India’s topline) <ul style="list-style-type: none">Prepared 24-month rolling demand plan for 1000+ SKUs using statistical regression, forecasting & predictive modelling techniques<ul style="list-style-type: none">Built consensus from cross-functional teams- financial controller, supply planner, logistics, inventory owners, sales & marketingImplemented demand planning software & Integrated Business Planning (IBP) tool. Migrated excel based plan to MS SharePointManaged sales pipeline & product lifecycle (NPI/EOL). Timely interventions led to increased profitability of ₹1.5Cr.Revamped forecasting process of imported SKUs. Reduced SLOB (slow moving, obsolete inventory) by 80% (annual savings of ₹4Cr.)Improved forecast accuracy, error rates (MAPE, Bias), OTIF by 3-5%Represented India in Sales & Operations Planning (S&OP) reviews with global teams from APAC & London officesDrafted, negotiated and gained buy-in and sign-off on a major SLA between Sales & Global Supply Chain teamsRewarded by CEO for efficiently managing a manufacturing plant shutdown, controlled topline risk of ₹50Cr. Management Trainee – BPs global MT Program ‘Challenge’ <ul style="list-style-type: none">Successfully completed Sales & Marketing stints. Received mentorship from senior leaders & CXOs<ul style="list-style-type: none">Trade Marketing: Performed extensive customer & competition research to launch repriced products with 5% higher marginKey Account Manager: Managed 30+ key accounts in Punjab & HP. Grew revenue by 10% QoQ (₹12Cr.p.a. topline)Area Sales Manager: Serviced 3 distributors and managed indirect sales channel in Delhi NCR			
Education			
Qualification	Institute	Year	Grade
MBA (Marketing)	Symbiosis Institute of Business Management, Pune	2010 – 12	2.98/4 (Top 5% of the class)
B.Tech (Computer Science & Engg.)	College of Engineering Roorkee	2005 – 09	69.2%
Extracurricular Activities			
<ul style="list-style-type: none">The Akshaya Patra Foundation (Young Leaders Collective Fellow 2021-22): Projects on ‘Capacity Building’ & ‘Influencer Engagement’Pratham Delhi Education Initiative (Intern, 2011): Raised donation funds and mobilized resources worth ₹20LSIBM-Pune (2010-12): Student’s council - IT team coordinator Co-Founder- Market research club Capstone project- top scorerLanguages: Hindi, English, French (A1)			