

VIPUL BATHWAL

EDUCATION

Indian Institute of Management, Ahmedabad - MBA – <i>Top 20% in batch</i>	2006-08
Visvesvaraya Technological University, SJCE Mysore – B.E. (Computer Science) – <i>Top 5% in batch</i>	1998-02

PROFESSIONAL EXPERIENCE

Aza Fashions – CEO – E-commerce – Mumbai, India	<i>Dec21 to date</i>
<ul style="list-style-type: none">Built tech/product-led CM3-positive cross-border online occasion-wear business achieving the following over 3 yrs:<ul style="list-style-type: none">~3.5x growth in gross revenue with 10% growth in gross-margins1.6X growth in CM2 driven by ~30% drop in logistics & payment gateway cost24-month LTV/CAC>2 for more than 50% of the monthsscaled the app-share of orders from <20% to 60%+ to drive better retention & efficiencyBuilt team of 150+ in product/tech, supply-chain, customer-care, merchandising, marketing & content, serving users globallyDrove multiple industry-first product-led initiatives like video-reels on app, monetization through search/browse to drive gross margin growth, seller-panel for designers for better supply-side visibility, exclusive collections via designer collaborations, multiple omni-channel initiatives like speak-to-stylist, try-at-store, events-at-store, one-view of inventory & customers	
Times Internet Ltd. (Gaana) – VP – Podcasts, Subscription & Ads Products – Delhi, India	<i>Jul16 to Sep21</i>
<ul style="list-style-type: none">Owned the subscription & ads product roadmap for Gaana - grew the subscriber base >10x in 3 yearsEnabled >6x growth in revenue with 10% reduction in the cost-per-stream in 24 monthsLaunched podcasts from scratch - grew the users & consumption >3x in 6 monthsDefined the overall business & product strategy with the CEO, did organization-wide goal setting, annual-operating plans in synch with the short & long-term business objectives; evaluated M&A opportunities, strategic partnerships	
instafrsh (Fresh Direct Online Services Pvt. Ltd.) – Co-founder & COO - Delhi & Mumbai	<i>Apr15 to Mar16</i>
<ul style="list-style-type: none">Hyperlocal grocery venture – raised seed, built a team of 30+ in tech & opsAchieved M-o-M growth of >50% with minimal marketing budgets; could not scale due to lack of follow-on fund-raise	
Attero Recycling Pvt. Ltd. - Business Head – E-commerce - Noida, India	<i>Oct12 to Sep14</i>
<ul style="list-style-type: none">Set up the ecommerce business to sell Refurbished Electronics – achieved 50% M-o-M revenue growth in 6 monthsPart of the founding team - built & managed a team of 35+ across technology, product, operations & customer support	
Flipkart.com - AVP – Business Head - Consumer Electronics – Bangalore, Delhi, India	<i>Mar10 to Jun12</i>
<ul style="list-style-type: none">Launched the first non-media category (mobile phones) on Flipkart from scratch; built a team of 50+ involved in category management, business development, content management and sourcing as part of Letsbuy.com (acquired by Flipkart in March '12), owning the revenue, PnL, selection & pricing; driving revenues of a few hundred crores per annumOwned strategic relationships and supply-chain - increased brand-diversity by 30X, product selection by 10X and transactions-per-day by 30X in a yearGrew the mobile-phone category at monthly CAGR of ~60% contributing to ~30% of revenues and the accessories business at the rate of >100% M-o-M (by value and volume) within a span of 3 months	
Perella Weinberg Partners – \$400M Private Equity fund – Associate - Austin, Texas	<i>Dec08 - Aug09</i>
Others - 4 years in organizations like Intel, Delphi building embedded software for global businesses	<i>Aug02 - May06</i>