

Contact

www.linkedin.com/in/sharmashradha (LinkedIn)
www.yourstory.com (Personal)
her.yourstory.com (Company)
social.yourstory.com (Personal)

Top Skills

Start-ups
Product Management
Marketing Strategy

Languages

English (Native or Bilingual)
Hindi (Native or Bilingual)

Honors-Awards

Villgro Journalist of the Year
Nasscom Ecosystem Evangelist Award 2010
Loreal Paris Femina Online Influence Award
Fortune 40 under 40
ET promising entrepreneurs of India Award

Shradha Sharma

Founder & CEO at YourStory Media
India

Summary

People are just as extraordinary as they believe themselves to be. On this premise, I founded YourStory in 2008, with the aim of championing the untold stories of entrepreneurship in India. The subsequent years have been a roller-coaster of highs and lows, success, and failures. But with every new entrepreneur we profile and every new story we tell, I feel blessed to be able to contribute and help shape this exciting new era in India.

I strongly believe that stories have the power to transform, connect and inspire people all over the world. But I am more curious about the stories people live than the ones that they tell. I am not interested in what the world considers beautiful. Tell me of your scars, mistakes, and failures. These are stories with character and it is these that I want to hear. Making these stories matter is what I try to do at YourStory, every single day.

In these years we have incubated the narratives of over 40,000 entrepreneurs. My prior mainstream media experience at CNBC and Times of India gives me an understanding of how media businesses run, what works and what doesn't. I rely on those learnings to everyday improve and channelize myself to be a better professional and create a business that makes a difference (in the most real and basic way).

Experience

YourStory Media
Founder and CEO
September 2008 - Present (12 years)
Bangalore

YourStory Media is India's leading online media venture for Entrepreneurs and Startups, with flagship properties - YourStory.com, HerStory, SocialStory. YourStory has told more than 20,000 stories of entrepreneurs and reaches

over 10 million engaged readers every month. YourStory tells stories in 12 Indian languages.

CNBC TV18

Asst.Vice President

June 2007 - July 2009 (2 years 2 months)

The Times of India

Brand Advisor

January 2006 - June 2007 (1 year 6 months)

Education

MICA

DCM, Design Management · (2004 - 2004)

St. Stephen's College, Delhi

Masters, History · (2001 - 2003)

St. Stephen's College

History, Modern India · (1998 - 2001)