

## DHRUV GOEL

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### PROFESSIONAL SUMMARY

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I am a results-driven strategy and operations leader with 11+ years of experience building/scaling businesses through driving business strategy, cross-functional alignment, operational excellence, complex analysis, and people leadership. I've built my career on identifying customer needs, and building the programs, processes, products, and tools needed to create and capture customer value.

### EXPERIENCE

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| 2024 - 2025 | <b>OCTAGOS HEALTH, INC – HEALTHCARE B2B SAAS</b><br><i>Sr. Director of Strategy &amp; Finance</i><br><ul style="list-style-type: none"><li><u>Ops Leadership</u>: Established shared objectives for growth, LTV, and CAC across sales, marketing, product, customer success, and finance, and led analysis for teams to encourage data driven decisions to achieve targets</li><li><u>RevOps</u>: Generated ~\$1M new ARR by building a CRM, establishing a sales funnel, and building dashboards</li><li><u>Data Analysis</u>: Developed KPIs and dashboards/reports to provide actionable insights to C-Suite leadership</li></ul>   | Houston, TX |
| 2022 - 2024 | <b>BAIN &amp; COMPANY</b><br><i>Consultant (Emerging Manager) – led teams of up to two direct reports</i><br><i>Go-To-Market and product strategy for a ~\$600M B2B cybersecurity SaaS company</i><br><ul style="list-style-type: none"><li><u>Product Strategy</u>: Identified core needs by interviewing customers and translated findings to a product roadmap</li><li><u>GTM Strategy</u>: Achieved 13% growth by incentivizing channel partners to prioritize profitable customer segments</li></ul><br><i>Private Equity Group - Due diligences for PE Funds in the crypto, web3, and digital advertising industries</i><br><ul style="list-style-type: none"><li><u>Financial Analysis</u>: Identified ~\$100M in COGS/S&amp;M synergies by building a top-down cost structure model</li><li><u>Market Analysis</u>: Mapped threats/opportunities of walled gardens and data privacy laws to broader ad industry</li></ul>  | Houston, TX |
| 2016 - 2020 | <b>UBER TECHNOLOGIES, INC.</b><br><i>Senior Program Manager, US &amp; Canada, 2019 - 2020</i><br><ul style="list-style-type: none"><li><u>Ops Excellence</u>: Improved rider NPS by 5% and costs by \$110k/year by building white-glove support experience</li><li><u>Ops Excellence</u>: Saved \$700k/year by using SMS marketing to proactively prevent lost items in high-volume geos</li></ul><br><i>Strategic Marketplace Operations Manager, US South Region, 2016 - 2019</i><br><ul style="list-style-type: none"><li>Grew trips 31% and revenue 35% by building new processes and products to enhance marketplace dynamics</li><li><u>Customer Retention</u>: Saved \$90M and boosted retention 5% by fixing algorithmic errors in 183 markets</li><li><u>New Verticals</u>: Grew EV driver supply by 45% YoY by launching features/programs to address range anxiety</li><li><u>Growth Ops</u>: Improved driver supply by 11% in peak hours (NFL games, NYE) by designing hourly incentives</li><li><u>New Products</u>: Launched UberXL from the ground up in 6 cities by designing/executing a full GTM plan</li><li><u>Customer Loyalty</u>: Built community of loyal drivers by hosting premium events like Christmas at the zoo</li><li><u>Unit Economics</u>: Reduced fraud by 20% (~\$7.5M) by developing a creative credit score process for UberEATS India</li></ul> | Austin, TX  |
| 2014 - 2016 | <b>ERNST &amp; YOUNG LLP. – FINANCIAL SERVICES OFFICE</b><br><i>Senior Consultant (2016 – 2016)   Staff Consultant (2014 – 2016)</i><br><ul style="list-style-type: none"><li>Gathered cross functional technical business requirements of retail bank to ensure success of a \$30M ERP system</li></ul>   | Dallas, TX  |

### EDUCATION

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| 2020 - 2022 | <b>NORTHWESTERN UNIVERSITY, KELLOGG SCHOOL OF MANAGEMENT</b><br><i>Master of Business Administration   Majors: Strategy, Marketing, and Managing Organizations</i> | Evanston, IL |
| 2010 - 2014 | <b>UNIVERSITY OF TEXAS AT AUSTIN, MCCOMBS SCHOOL OF BUSINESS</b><br><i>Bachelor of Business Administration - Finance and Marketing</i>                             | Austin, TX   |

### ADDITIONAL DATA

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- Technical Languages: proficient in SQL
- Other passions and interests: Traveling, cooking, board games, Goldendoodles, Bollywood movies, and chess