

DHRUV ARORA

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IIT Mandi' 21		BITSoM' 26		AI & Strategy		
WORK EXPERIENCE						
Venture	BAMBOE		Entrepreneurship		(Aug'25-Nov'25)	
	Ideation to MVP	<ul style="list-style-type: none">Built MVP for AI-based personalized lead-generation suite for Indian SMBs after structured discoveryConducted Voice of Customer interviews with 20+ businesses to identify user personas and their pain pointsDelivered initial pilots to 5 clients to test willingness to pay and validate market fit to shape unit economics				
MBA Internships	TATA COMMUNICATIONS		Corporate Strategy (AI Team)		(Mar'25-Jun'25)	
	Market Research and Strategy	<ul style="list-style-type: none">Evaluated AI adoption challenges, trends, and opportunities across industries and business functionsIdentified 30+ use-cases in patient journey & marketing workflow; and filtered high-impact opportunitiesOutlined strategy for AI in Healthcare; evaluated build-versus-partner trade-offs and shortlisted 3 partnersProposed AI roadmap in Marketing, integrating with existing cloud portfolio to unlock cross-sell potentialBenchmarked 6+ agent development kits and LLMs including LangChain, OpenAI, Google Studio, N8N				
	Agentic AI PoCs	<ul style="list-style-type: none">Built 3 agentic working prototypes with integrated memory, LLMs, and tools including web search, Gmail, Slack, JiraPrototyped B2B customer support for email responses & ticketing, saving 10 hrs/person/week of timePrototyped Instagram Engagement agent to automate comment replies, and boost customer interaction				
	BIGFIG.AI		Founder's Office		(Dec'24-Feb'25)	
	GTM Strategy	<ul style="list-style-type: none">Defined value proposition for a creatives-builder marketing tool by aligning product with user pain pointsIdentified and prioritized the high-potential target segments by conducting primary and secondary research				
	Lead Generation	<ul style="list-style-type: none">Designed outreach strategy by defining client segments and crafting communication drafts for each groupBuilt a 200+ lead pipeline using funding reports, Google Trends, founder communities, and Semrush				
	KERALA AYURVEDA		Consumer Insights		(Aug'24)	
Primary Research	<ul style="list-style-type: none">Designed a survey to improve customer service through a questionnaire for 500+ respondents and 10 interviewsProposed design thinking framework to the CEO (ex Swiggy COO) for capturing consumer insights					
Full-time (3 years)	SIMCORP		Software Developer		(Jul'23-Jun'24)	
	SaaS Transformation	<ul style="list-style-type: none">Reduced deployment time from 90 to 15 days by prototyping deployment pipeline with automated processesIntegrated 4+ teams' services in the deployment of asset management solutions in the client's environmentAchieved a 70%+ success rate in frequent recurring deployments on the test client using the prototypeAchieved a ~20% cost reduction in migrating a test client from on-premises to cloud-based infrastructure				
	KPI Tracking	<ul style="list-style-type: none">Devised key KPIs to track the deployment journey, in collaboration with cross-functional product ownersManaged backend data to power dashboards tracking north star and 10+ other performance metrics				
	NREFERENCE		Software Developer		(Jul'21-May'23)	
	Data Processing	<ul style="list-style-type: none">Assumed ownership of backend data management of AI SaaS product to accelerate healthcare researchManaged multi-modal real-world patient data from the US's top healthcare centres gathered over 20 yearsProcessed 200M+ documents from public data scrapped from the web to host them on 50+ serversAchieved a 95%+ success rate in incremental data ingestion of new web pages through a daily-run pipeline				
	Optimizations	<ul style="list-style-type: none">Lowered crash recovery time by 20% by adding email alerts at multiple breaking points in the pipelineReduced 20% of processing time and 15% of memory on servers by restructuring scripts and algorithmsImproved API search response time by ~10% by leveraging natural language processing (NLP) algorithms				
	Client Onboarding	<ul style="list-style-type: none">Onboarded a new client, US's pioneer cancer institute, to our flagship app within one year of joiningCoordinated with cross-functional teams to host the app in client's environment with their data resources				
	Scrum Handling	<ul style="list-style-type: none">Managed daily standups for a client-facing product feature, with developers from cross-sectional teamsDelivered the feature by scoping requirements, planning timelines, and coordinating with stakeholders				
EDUCATION						
MBA (Strategy, Marketing)		BITS School of Management (BITSoM), Mumbai		Feb 2026	3.1/4	
B.Tech (Electrical Eng)		Indian Institute of Technology (IIT), Mandi		2021	7.1/10	
CBSE X and XII Examinations		K. M. Public School, Bhiwani, Haryana		2015, 2017	10/10	
OTHER ACTIVITIES						
Ownership	BITSoM	<ul style="list-style-type: none">Drove vendor acquisition and setup operations to bring a café and salon to BITS Pilani Mumbai CampusOrganised and hosted Christmas Party for 400+ attendees, in coordination with club presidents				2025 2024
	IIT Mandi	<ul style="list-style-type: none">Headed marketing team of 10 people for Exodia 2019, annual fest of IIT Mandi, with 5000+ footfallManaged budget of Rs. 1L+ across campus visits to 50+ colleges, digital campaigns, and flash mobsOrganized events and workshops as a core team of Yantrik Club (Mechanical Club) at IIT MandiConducted blood donation camp, tree plantation drives, and high school classes as NSS Volunteer				2019 2018
		Culture	<ul style="list-style-type: none">Delivered Nukkad Natak on patriotism and DEI awareness for 500+ attendees across campus eventsAchieved 9th rank among 22 participants at the Inter-IIT Cultural Meet Street Play competition			
Sports		<ul style="list-style-type: none">Certified with "A" certificate by National Cadet Corps (NCC), including 10 days of army campSecured 2nd rank at the district level competition in the Haryana Skating Championship				2014 2012
Recreation	Hobbies	<ul style="list-style-type: none">Petrolhead, with a passion for cars, travelling, and music. Enjoys TT, cricket, foosball, badminton				