

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 discovery Conducted Voice of Customer interviews with 20+ businesses to identify user personas and their pain points Delivered initial pilots to 5 clients to test willingness to pay and validate market fit to shape unit economics 			
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 functions Identified 30+ use-cases in patient journey & marketing workflow; and filtered high-impact opportunities Outlined strategy for AI in Healthcare; evaluated build-versus-partner trade-offs and shortlisted 3 partners Proposed AI roadmap in Marketing, integrating with existing cloud portfolio to unlock cross-sell potential Benchmarked 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, Jira Prototyped B2B customer support for email responses & ticketing, saving 10 hrs/person/week of time Prototyped 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 points Identified 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 group Built 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 interviews Proposed design thinking framework to the CEO (ex Swiggy COO) for capturing consumer insights 			
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 processes Integrated 4+ teams' services in the deployment of asset management solutions in the client's environment Achieved a 70%+ success rate in frequent recurring deployments on the test client using the prototype Achieved 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 owners Managed backend data to power dashboards tracking north star and 10+ other performance metrics 			
NFERENCE	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 research Managed multi-modal real-world patient data from the US's top healthcare centres gathered over 20 years Processed 200M+ documents from public data scrapped from the web to host them on 50+ servers Achieved 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 pipeline Reduced 20% of processing time and 15% of memory on servers by restructuring scripts and algorithms Improved 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 joining Coordinated 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 teams Delivered 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 Campus Organised 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+ footfall Managed budget of Rs. 1L+ across campus visits to 50+ colleges, digital campaigns, and flash mobs Organized events and workshops as a core team of Yantrik Club (Mechanical Club) at IIT Mandi Conducted blood donation camp, tree plantation drives, and high school classes as NSS Volunteer 		2019 2018	
Recreation	Culture	<ul style="list-style-type: none"> Delivered Nukkad Natak on patriotism and DEI awareness for 500+ attendees across campus events Achieved 9th rank among 22 participants at the Inter-IIT Cultural Meet Street Play competition 		2024 2018
Sports	<ul style="list-style-type: none"> Certified with "A" certificate by National Cadet Corps (NCC), including 10 days of army camp Secured 2nd rank at the district level competition in the Haryana Skating Championship 		2014 2012	
Hobbies	<ul style="list-style-type: none"> Petrolhead, with a passion for cars, travelling, and music. Enjoys TT, cricket, foosball, badminton 			