

# NIKHIL SHELKE

IIM Ahmedabad (2019-21)

## PROFILE SUMMARY

Results-driven keen business professional with 3.5+ years of experience in Product, Business Strategy and Digital transformation in startup environments. Strong business acumen with an MBA from IIM Ahmedabad, carrying first-principles thinking and a zero-to-one approach, Nikhil brings data-driven structured problem-solving with an executional rigor to drive growth.

## PROFESSIONAL EXPERIENCE

### CEOs OFFICE, STRATEGY & GROWTH – PACK8 – MUMBAI, INDIA

Jun'23-Present

Led strategic growth & digital transformation of sustainable transit packaging startup firm.

#### EA to CEO | Pack8 (Responsibilities & Achievements)

- **Executive Assistant to CEO** facilitating strategy & growth, data analysis and effective communication between CEO, management & respective stakeholders.
- **Designed** Pack8 Health Cards, real-time performance dashboard in Sales & BD, Marketing, and Operations depts, ensuring **100% alignment** with firm goals and OKRs.
- **Formulated** 4+ investors **Pitch Deck reports** and detailed Company Profile, structured a growth roadmap and presented with **4+ financial institutions**.
- **Integrated** data-driven insights into leadership strategy meetings, improving individual accountability across teams and increasing **operational efficiency by 30%**.
- **Conducted** 2 Annual Review Sessions with business synopsis, **facilitated** financial modeling, investment feasibility analysis, preparing firm for funding rounds.

#### Product Manager | Pack8 (Responsibilities & Achievements)

- **Led design** and development of **Pack8's official website**, enhancing user experience & branding for **UK & India**, resulting in **150% increase** in visitor engagement.
- **Performed gap analysis** & crafted E-commerce strategy with PnL projections, improving B2B, D2C **lead generation by 80%** in domestic & overseas regions (UK).
- **Led** 10-month cross-functional initiative, implemented **gap analysis** in user experience, order fulfillment, & logistics, ensuring month-on-month **40%+** revenue growth.
- **Ideated and implemented** ERP Software for Pack8; launched for real-time seamless order intake to dispatch workflows enabling end-to-end **weekly 100+** order tracking.
- **Integrated** ERP with sales, production, and logistics, streamlining order processing and fulfillment, resulting in **40% reduction** in operational bottlenecks.

### LEAD PRODUCT – SKETCHITUP SOLUTIONS – PUNE, INDIA

Apr'22-Jun'23

Led & ideated one-stop solution for businesses looking to scale, innovate, and stand out.

#### Responsibilities & Achievements

- **Spearheaded** the end-to-end Go-To-Market (GTM) strategy for SketchitUp — including business model, website development, and **growth roadmap** with revenue projections.
- **Consulted** Altcore on business development and growth planning, delivering investor-ready financial models, strategic direction for **40%** market expansion and **revenue growth**.
- **Designed and implemented** a custom ERP system for GuruOm CNC, enabling real-time data tracking, improving resources and **25% process efficiency** across operations.
- **Crafted brand identity** and developed a D2C Ecommerce website for Dental Shops Pune, significantly enhancing digital presence and **80%** increase in **customer engagement**.

### AREA BUSINESS MANAGER – AMUL (GCMMF) – THANE, MUMBAI, INDIA

Jun'21-Apr'22

Sales & Supply Chain Management of Amul's Dairy, Fresh Milk & Frozen Foods segments

#### Sr Executive, Sales and Marketing (Responsibilities & Achievements)

- **Spearheaded sales tasks** of branch generating **monthly 4.5 Cr Revenue**: Daily coordination with channel partners, dealt with **22+ distributors** for daily product orders
- **Utilized BI, SAP** and Core Stocky apps for efficient monitoring of sales, stocks & growth parameters; Indented production management with **4+ Union Plants**.
- **Identified market gaps**, worked on ground level to **improve 18%+ retail penetration** & product availability generating an average of **7% growth** in month-on-month sales revenue.

### Summer Intern (Marketing Research) – AMUL (GCMMF) – Mumbai, India

Apr'20-Jun'20

- **Studied changing behaviour** of millennials for milk-based beverages viz-à-viz carbonated drinks & juices; Evaluated **product attributes** & lead **qualitative research**.
- **Assessed reasons & conducted primary research** via 20+ telephonic interviews & **200+ survey responses** for accessing consumer behaviour and market research inputs.
- **Identified, evaluated, reviewed 5+ factors** impacting consumer behaviour of millennials towards milk-based beverages in Mumbai region.



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[in LinkedIn Profile](#)

[Work Portfolio](#)

## EDUCATION

### MBA

Indian Institute of Management, Ahmedabad (IIMA).

3.04/4.33 | CGPA Grades II<sup>nd</sup> | 2019-21

### BTech

Dr. ASCAET, MPKV, Rahuri.

8.58/10 | IR3 & 2<sup>nd</sup> in Dept | 2014-18

## SKILLS & PROFICIENCY

- Strategy & Growth Frameworks
- Data Analysis & Problem Solving
- Corporate Decks & Reporting
- Product Management
- Cross-functional Leadership
- KPIs & SLA Management

## CERTIFICATIONS

- Agile Methodologies by Google
- User Experience (UI/UX) Design
- Digital & Performance Marketing
- Spreadsheet Modeling by HBR

## ROLES & ACHIEVEMENTS

- Club Secretary & Coordinator Stargazers (The Astronomy Club of IIMA)
- Sports Secretary & Coordinator SAC Committee (Undergrad Institute)
- Scholastic Achievements IIMA SNBS Scholarship worth Rs 1.5 Lakh GATE Exam – Secured AIR 283 (2019)
- Sports & Allied Activities Gold Medallist – TT (Shaurya, IIMA) Captained – UG Chess and TT Teams Core Member – Movies & Design Club (MAD), IIMA.