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EXPERIENCE

UBER AUSTRALIA & NEW ZEALAND

[AUG '23 – PRESENT]

Senior Strategy and Planning Associate, Eats OFD

[SEP '24 – PRESENT]

Strategy and Planning Associate, Eats OFD

[AUG '23 – SEP '24]

- Leading geo-strategy to drive growth in sparse/suburban geos: achieved ~\$100M+ ARR iGB in 6 months
- Led annual planning (geo-selection, strategy formulation, target setting), beating plan YTD
 - o Responsible for driving capital allocation (demand gen, reliability, merchant strategy) with local ops
 - o Own performance tracking and governance for Apollo (Global DLT), MBR (APAC DLT), etc.
 - o Delivered target iGBs & iGBVs by owning x-functional demand gen XP w/ product, marketing, ops
- Leading market intelligence using quant. and qual. sources - resulted in +2pp YoY CP gain in CP1 market
 - o Revamped monthly market report to produce a single source of truth and consolidated actionable insights across a set of metrics (CP, eater fee, selection parity, brand spend, reliability, offers, etc.)
 - o Drove \$100M+ investment strategy on booking fee and reliability based on competitive insights
 - o Mentoring nUber and onboarding them to own market intelligence, leveraging GSS analyst for insight
- Led response for Prosus acquisition of JET by mobilising a 10 member team which led to 3x merchant acquisition results. Collaborated with regional and global teams for proactive best practices share-out

NOMURA CONSULTING, INDIA (NOMURA RESEARCH INSTITUTE)

[JUN '18 – PRESENT]

Largest overseas management consulting office of USD >20B market cap firm with 41 offices in 15 countries

Senior Consultant

[APR '22 – PRESENT]

Deputy Senior Consultant

[APR '20 – MAR '22]

Consultant

[APR '19 – MAR '20]

Senior Associate Consultant

[JUN '18 – MAR '19]

Themes – Strategy, Project Management, Research, Digital Transformation | Industry – Mobility, Automotive, Energy and Sustainability, Public Sector

- Received back-to-back fast-track promotions for consistent >100% target achievement; managing client relationship for clients in India, Japan and ASEAN; leading 2-tiered team of ~10 consultants

Honda BaaS

- Market entry of a Japan-based Fortune Global 500 firm in electric vehicle battery swap business in India
 - o Devised end-to-end entry strategy - conducted consumer surveys in 10+ cities, identified target markets, customers and geographies, developed pricing and sales strategy for entry in 40+ cities
 - o Facilitated partnership discussions with CXOs of 50+ top private and public sector firms
 - o Managed USD 2M pilot project successfully to enable business launch (est. revenue: USD 2B, 2025)
 - o Managed pilot project (worth USD 2M, 6 months long, 8 domestic and international stakeholders, 5 member PMO team) end-to-end using kaizen agile methodology to enable business launch

JNTO Marketing

- Marketing policy revamp for Indian market for Japan National Tourism Organization (JNTO)
 - o Developed marketing policy and roadmap identifying target customers, marketing channels, content affinity and media mix by conducting 2000+ interviews with consumers, experts and travel agencies
 - o Conceptualized TV commercial generated 4M+ views, 7% increase (Covid-adjusted) in tourism
 - o Developed digital marketing strategy based on digital listening of company, competitor and customer using tools such as Unmetric, Talkwalker; achieved 15% more conversion with effective targeting

METI RCEP

- G2G trade negotiation and advocacy support for Ministry of Economy, Trade and Industry, Gov. of Japan
 - o Coordinated with heads of ministries at Gov. of India and Japan to draft negotiation support document
 - o Persuaded Gov. of India to reassess RCEP deal by assembling pressure group of 1000+ stakeholders

Honda BAP (Sales transformation)

- Sales transformation and customer engagement for one of India's top 5 passenger vehicle manufacturers
 - o Worked with heads of business verticals to analyze stagnant sales; devised customer engagement plan
 - o Led pilot implementation in south zone, refined plan to scale to 300+ dealerships across India
 - o Generated 12% additional sales attributed to operations overhaul along people, processes and tools

Honda BAP (Sales transformation and change management)

- Sales transformation and change management for one of India's top 5 passenger vehicle manufacturers
 - o Worked with heads of business verticals to analyze stagnant sales, devise sales transformation plan
 - o Created change management plan including revised sales processes, training programs, technology tools, metrics, targets and incentives; resulted in 90% adoption rate; generated 12% additional sales
 - o Led pilot implementation in south zone, refined plan to scale to 300+ dealerships across India
 - o Ensured sustainability of change by devising data-driven monitoring and evaluation framework

Marubeni B2U STORM

- Business expansion and digital transformation plan for a US-based utility scale energy storage company
 - o Prioritised business functions, regions and products through study of 5+ regions and 10+ competition
 - o Created a phase-wise business expansion plan in coordination with client's cross-functional team
 - o Analysed in-house vs off-the-shelf software from 20+ vendors for bid forecasting and optimisation
 - o Created user requirement document, vendor evaluation matrix, and request for quotation document

Honda GFM

- Digital transformation of global freight management for a Fortune 500 firm with 20+ export-import hubs
 - o Prioritised tool functionality, among bidding, booking and tracking, to reduce 30% manual processes
 - o Led end-to-end vendor selection process; negotiated 6% price reduction compared to bid price
 - o Developed change management plan, established KPIs for 2-tiered 100+ employee team across globe

HGID Ethnography

- Product feature identification and prioritisation using ethnography study for a telematics application
 - o Designed and deployed ethnographic study among 20 users for identifying the unmet needs
 - o Prioritised from 100+ product features using innovation, investment and industry analysis
 - o Developed a product launch plan and a feature roadmap in discussion with 10+ client stakeholders

Osaka Gas Renewable Energy

- Identification of investment opportunities for deployment of USD 350 million in Renewable Energy
 - o Conducted PEST analysis, researched current status, future potential, investment return rates for various renewable energy sources such as hydrogen, natural gas, solar, wind
 - o Shortlisted key players based on ownership, generation capacity, EBITDA, and future growth
 - o Conducted soft-sounding with shortlisted players to evaluate fit with the investment strategy

Havmor Lotte

- Post-merger integration for USD 125M acquisition of an Indian FMCG co by a Korean conglomerate
 - o Coordinated with cross-functional team of division heads for process streamlining and organisation restructuring, resulting in 20% reduction in redundancies and cost saving of USD 5M annually
 - o Developed implementation plans identifying milestones and KPIs for increasing market share by 15%
 - o Coordinated with legal and tax teams to ensure compliance with Indian laws and regulations

Kirin Bira

- Strategic equity investment advisory (15% IRR over 5-year period) for a Japanese beverages company
 - o Analysed Indian beer industry market, customer and competition to shortlist investment targets
 - o Facilitated soft-sounding discussions with 5 target companies, conducted commercial due-diligence
 - o Refined DCF model for target company, informing USD 100M investment in an Indian brewery

Battery recycle and reuse

- Maximising revenue through sustainable reuse and recycle strategy for 2nd life electric vehicle batteries
 - o Surveyed 10+ industries (incl. electricity, renewable energy) to identify USD 100M reuse opportunity
 - o Analysed voice of customers and government regulations for ascertaining requisite technical standards
 - o Evaluated 100+ partners for battery recycling; conducted due diligence for shortlisted partners

Sony MaaS

- Blockchain deployment digital strategy for multi-modal Mobility as a Service platform in Europe
 - o Assessed regulatory and technological feasibility of blockchain deployment aligned to business need
 - o Identified potential business and government partners and conducted digital maturity assessment
 - o Developed business model, evaluated merits of platform vs product, estimated market size, determined key success factors, resulted in setting up of a new company with USD 5M seed capital

Honda Game Program

- Business model development for a vehicle telematics mobile application for a major car manufacturer
 - o Created financially self-sustainable business model with revenue generation from data monetisation
 - o Devised strategy for high engagement and data generation through gamification and loyalty rewards

MELCO DC (Go to Market)

- Go to market strategy for to-be-launched Data Centre (DC) solution offering from a global DC OEM
 - o Benchmarked competition organisation, product and customer strategy to position business offering
 - o Developed organisation transformation plan from 'product based offerings by multiple group entities' to 'unified service based offerings by a single entity' with 20% yoy forecasted revenue growth
 - o Created change management plan ensuring buy-in from all stakeholders; devised incentive structure

MELCO DC (Organisation transformation)

- Organisational transformation of a product-focused data centre OEM into a service-oriented business
 - o Benchmarked competition organisation, product, customer, sales, promotion strategy to position new business offering and create go-to-market strategy; forecasted 20% y-o-y service revenue growth
 - o Developed phase-wise organisation transformation plan, collaborated with all stakeholders, created change management plan for 3 group companies to work together; ensured 100% stakeholder buy-in

Account Management

- Part of 8-member sales support team responsible for new and existing accounts; USD 2M/yr sales target
 - o Led proposal and sales collateral creation end-to-end, generated USD 80k new account sales in '23
 - o Supported account management - maintaining relationships, identifying value-add opportunities for USD 400k/yr revenue accounts; achieved 100% client retention and revenue growth of 25% per year
 - o Streamlined proposal creation by tech-enabled knowledge management, reduced TAT by 30%

NEDO R&D

- Promotion of India-Japan joint R&D collaboration for NEDO, Japan's national R&D agency
 - o Benchmarked US and Europe international industry-academia collaborations to identify best practices
 - o Interacted with 40+ top universities and industries to identify shared interests in key R&D areas
 - o Facilitated collaborations worth USD 250,000 through roadshows, match-making and govt. grants

MC ESS

- Identification of 'game-changing' battery technologies for R&D team of one of Japanese trading company
 - o Evaluated 50+ technologies on application, cost, technology maturity, demand and competition to guide USD 1.5M budgetary allocation for product development with commercialisation potential

Cobranding support (Toyota Zomaland)

- Supported a legacy brand in expanding its customer base among millennials through co-branding strategy
 - o Evaluated 50+ millennial brands, identified fit aligned with brand values and target customer segment
 - o Negotiated partnership finalisation including financial arrangements, performance evaluation metrics
 - o Developed implementation roadmap for the co-branding activities, including offline and online events

Lexus SOP

- SOP creation for a luxury car brand
 - o Conducted customer survey to understand expectation and accordingly devised key actions
 - o Created SOP for the entire sales process from lead generation to post-sales continuous engagement

Captive Finance

- Strategic planning for captive finance arm set up for one of India's largest two-wheeler manufacturer
 - o Developed business model, organisational, financial and functional strategy; operationalised business through JV set-up, maintained profitable captive finance operations, increased vehicle sales by 8%

Procurement and Supplier Benchmarking

- Procurement strategy optimisation through supplier benchmarking for a leading automotive client
 - o Assessed 30+ suppliers to identify strategic vendors; benchmarked 3 competitors' contract terms
 - o Drafted strategic sourcing plan for improvement in delivery times and 8% procurement cost reduction

Beauty projects

- Distribution channel strategy for India sunscreen market entry of a Japanese personal care conglomerate
 - o Conducted 1000+ consumer interviews to map customer clusters with distribution channel preferences
 - o Benchmarked competitors to develop a distribution channel strategy and evaluated potential partners
- US market brand repositioning and mid-term planning for a leading preservative-free skincare brand
 - o Benchmarked 4 major competitors and conducted customer surveys to develop a brand differentiation and repositioning strategy to result in a 20% increase in brand awareness and a 12% increase in sales
- ASEAN cosmetics market entry opportunity for a diversified Japanese cosmetics and beauty group
 - o Performed ASEAN cosmetics market macro analysis - emerging trends, market size, growth potential, consumer preferences; prioritised 3 countries and developed ASEAN regional go-to-market strategy

Sarvottam

- Cost optimisation strategy for the largest passenger vehicle challenger brand in India
 - o Benchmarked the market leader to perform gap analysis across value chain from R&D to after-sales
 - o Planned 7-point program for USD 100M EBITDA improvement (process efficiency, capital mgmt etc)

Supply chain optimisation

- Supply chain optimisation strategy via demand forecasting for one of India's largest car manufacturers
 - o Reduced inventory holding costs by 12% using bottom-up and top-down predictive demand analytics segmented by regions, cities, product features; instituted continuous improvement (kaizen) program

UPSC CIVIL SERVICES EXAMINATION | Aspirant

[MAY '16 – MAY '18]

- Obtained 99.74% ile (top 2500 out of 950,000 applicants) to appear for final interview stage
- Syllabus included understanding of breadth of subjects like Current Affairs, Economics, Sociology, History, Geography, Environment, Ethics, Chemistry, Political Science etc.

TATHASTU, INDIA | HEAD OF OPERATIONS AND ALLIANCES (FIRST EMPLOYEE)

[NOV '15 – MAY '16]

A text-based e-concierge bring-you-anything-you-wish start-up, valued at USD 2M; services spanned 5 cities

- Managed divisions' P&L - achieved breakeven operating cost and received Series-A investment offers
- Partnered with 10+ companies to reduce fulfilment time by 50% and increase transaction volume by 3x

INDUS INSIGHTS, INDIA | ASSOCIATE CONSULTANT

[MAY '15 – NOV '15]

A VC-backed data-science driven management consulting firm with specialization in financial services

- Revamped personal loan collections strategy of a top Australian bank using Machine Learning tools – segmented customers and identified optimum loan recovery channel to reduce collections cost by 40%

EDUCATION

INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY, INDIA

[JUL '11 – APR '15]

Ranked #1 in India for 4 consecutive years by QS World University Rankings

Bachelor of Technology in Chemical Engineering, Minor in Humanities and Social Sciences

- Editorial Board, Newsletter: Initiated multi-format stories (100+ articles), increasing readership 10x y-o-y
- Mentor, Student Mentorship Program: Selected by panel appointed by Dean to mentor 12 1st year students

MISCELLANEOUS

- Scored 730/800 in GMAT (2021) | 99.74 %ile in UPSC CSE (2017) | 99.91 %ile in IIT-JEE (2011)
- Travelled to 90% Indian States and Union Territories – passionate about exploring new cultures
- Published 20+ articles and reports through national media, company website, industry conferences ([link](#))