

Prakhar Singh

EXPERIENCE

UBER AUSTRALIA & NEW ZEALAND

[AUG '23 – PRESENT]

Senior Strategy and Planning Associate, Uber Eats

[SEP '24 – PRESENT]

Strategy and Planning Associate, Uber Eats

[AUG '23 – SEP '24]

- Leading geo-strategy to drive growth in sparse/suburban geos: unlocked ~\$100 Mn+ ARR growth
- Led annual planning (geo-selection, strategy formulation, target setting), beating plan YTD
 - Responsible for driving capital allocation (demand gen, reliability, merchant strategy) with local ops
 - Own performance tracking and governance for Global, APAC and ANZ DLTs business reviews
 - 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 YoY market share gain
 - Consolidated market insights across pricing, reliability, selection, and brand into a unified report
 - Drove ~\$100 Mn+ investment strategy on booking fee and reliability based on competitive insights

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, M&A | 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
- Worked on 40+ projects across functions (strategy, M&A, etc.) and industries (automotive, energy, etc.)
- Market entry of a Japan-based Fortune Global 500 firm in electric vehicle battery swap business in India
 - 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
 - Facilitated partnership discussions with CXOs of 50+ top private and public sector firms
 - Managed USD 2M pilot project successfully to enable business launch (est. revenue: USD 2B, 2025)
 - 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
- Marketing policy revamp for Indian market for Japan National Tourism Organization (JNTO)
 - 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
 - Conceptualized TV commercial generated 4M+ views, 7% increase (Covid-adjusted) in tourism
 - 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
- G2G trade negotiation and advocacy support for Ministry of Economy, Trade and Industry, Gov. of Japan
 - Coordinated with heads of ministries at Gov. of India and Japan to draft negotiation support document
 - Persuaded Gov. of India to reassess RCEP deal by assembling pressure group of 1000+ stakeholders
- Sales transformation and customer engagement for one of India's top 5 passenger vehicle manufacturers
 - Worked with heads of business verticals to analyze stagnant sales; devised customer engagement plan
 - Led pilot implementation in south zone, refined plan to scale to 300+ dealerships across India
 - Generated 12% additional sales attributed to operations overhaul along people, processes and tools
- Business expansion and digital transformation plan for a US-based utility scale energy storage company
 - Prioritised business functions, regions and products through study of 5+ regions and 10+ competition
 - Created a phase-wise business expansion plan in coordination with client's cross-functional team
 - Analysed in-house vs off-the-shelf software from 20+ vendors for bid forecasting and optimisation
 - Created user requirement document, vendor evaluation matrix, and request for quotation document
- Product feature identification and prioritisation using ethnography study for a telematics application
 - Designed and deployed ethnographic study among 20 users for identifying the unmet needs
 - Prioritised from 100+ product features using innovation, investment and industry analysis
 - Developed a product launch plan and a feature roadmap in discussion with 10+ client stakeholders

- 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
- 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
- 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
- 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
- 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%

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](#))