

# RUSHIR PARIKH

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## PROFESSIONAL SUMMARY

Operator with proven **ability to develop, own and drive game-changing strategy** with a high attention to detail along with a positive attitude and fortitude to work through ever-changing and dynamic operational conditions. Strong ability to build consensus and influence among partners and cross functional teams through having great product intuition, being highly motivated, competitive, and results oriented to support and lead product launches and strategic operations, positioning companies for success. **Areas of expertise include:**

- |                                                |                                               |                                                       |
|------------------------------------------------|-----------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Operational Execution | <input type="checkbox"/> Strategic Planning   | <input type="checkbox"/> Scaling an Organization      |
| <input type="checkbox"/> Product Management    | <input type="checkbox"/> UI/UX Design         | <input type="checkbox"/> Verbal/Written Communication |
| <input type="checkbox"/> Entrepreneurship      | <input type="checkbox"/> Analytics            | <input type="checkbox"/> Stakeholder Buy-in           |
| <input type="checkbox"/> Product Development   | <input type="checkbox"/> Startups/High Growth | <input type="checkbox"/> Cross-functional Leadership  |

## WORK EXPERIENCE

### Bellhops

Chattanooga, TN

*Director of Special Projects*

May 2017-Present

Transformed the logistics model by which Bellhops conducts moves over the course of four months which allowed the company to reach 1.6x same market growth MOY. This new model is a groundbreaking differentiator in the moving industry, will be a key story for Series C fundraising, and was the primary success factor for Bellhops in 2017. This operation and my role in general is treated as a startup within a startup.

#### Key Contributions

- ☐ **Proved the viability of a new scalable logistics model (Axle)** which reduced logistics-associated COGS 44% per move, and allowed the facilitation of moves with 108% higher AOVs
- ☐ **Built and managed a cross-functional team** of 12 and launched the Axle operation and **scaled the driver network to 17 cities** within the span of 2 months, allowing one city to quickly grow 275% YOY.
- ☐ Established KPIs focused on growth as well as quality and created/enforced processes to ensure goals were met
- ☐ Enacted policies to reduce logistics-related discounts 85% resulting in a significant monthly cost savings
- ☐ **Worked directly with C-level executives** to research and implement compliance policies and procedures
- ☐ Worked with Product to successfully productize operational processes and integrate new model with systems

### Bellhops

Chattanooga, TN

*Associate Product Manager*

August 2016-May 2017

Helped spearhead the CRO initiative and design for the new homepage and order flow. Also, worked with cross-functional team and stake-holders to build and design a strategy that was presented to the C-level executive team to overcome the complexities of an a-la-carte pricing model.

#### Key Contributions

- ☐ **Conceived and built growth strategy** for improving quality and quantity of truck moves including business, operations, and engineering strategies as well as initial marketing implementations
- ☐ Helped design and conceive strategy for multiple new homepages, order flow iterations and features including dynamic pricing, leading to a **CR increase of 48% during my tenure**
- ☐ **Conceived internal tools and features** for operations teams to better understand supply in markets after conducting usability tests on 6 operations teams
- ☐ Worked with the R&D team to build preliminary move time predictors using Zillow APIs and internal data using Pandas (logistical regression)

### Bellhops

Chattanooga, TN

*Product Management/Design Intern*

May 2016-August 2016

Worked with product managers, designers, and stakeholders to design and launch new products and features. Performed a competitive analysis during the first week and gave a companywide presentation to 100+ employees.

#### Key Contributions

- ☐ **Created internal personas** of operations team members through interviews, usability tests, and embedding in day-to-day operations
- ☐ **Analyzed requirements and developed functional specs** for new products and features
- ☐ Worked with product manager to conceive and launch a real time outbound communications monitoring tool
- ☐ Helped design internal tool features
- ☐ Conducted customer facing usability tests for new order flow initiatives

**FiftyThree****Seattle, WA***Job Shadow*

July 2014

Invited to conduct job shadow at FiftyThree by creating lookalike website which was spotted by an engineer.

- ❑ **Learned about different design functions** from co-founder Jonathan Harris and Head of Product, John Ikeda
- ❑ Helped create a Style Guide for *Mix by FiftyThree*
- ❑ Participated in daily briefings with the New York team to go over objectives and partake in retrospectives

**BestFit Mobile****Remote***Design Intern*

August 2012-August 2013

Worked as a team with a friend from school who focused on app development.

- ❑ Built and launched a meeting room booking/calendar application built with HTML5
- ❑ Worked with remote stakeholders to design an app and content management system for Fresenius Medical Care

**MENTORS**

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**Pascal Finette**

*Vice President SU Labs, Entrepreneurship Chair and Global Evangelist at Singularity University, Past Portfolio Manager at Google.org, Past Chair of the Board at Mozilla*

**Charlie Harding**

*Director of Product Management at Ushahidi, Past Google Access Partnership Senior Associate*

**Aza Raskin**

*Founding Member and CEO of Other, Past Vice President at Jawbone, Past Creative Lead at Firefox, Founder of Massive Health, Founder of Songza*

**EDUCATION**

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**Georgia Institute of Technology****Atlanta, GA**

*Pursuing Bachelor of Science in Computational Media, Minor in Business*

August 2015-August 2016

Left school after freshman year to pursue an Associate Product Manager position at Bellhops, a Series B startup in Chattanooga, TN after I had completed an internship during the summer.