RUSHIR PARIKH

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PROFESSIONAL SUMMARY

Operator with proven **ability to develop, own and drive game-changing strategy** with operational excellence and 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:**

- Operational Execution
- Product Management
- Entrepreneurship
- Product Development

- Strategic Planning
- UI/UX Design
- Analytics
- Startups/High Growth

- Scaling an Organization
- Verbal/Written Communication
- Stakeholder Buy-in
- Cross-functional Leadership

WORK EXPERIENCE

Bellhops   **Chattanooga, TN**
Director of Special Projects   May 2017-Present
Selected by the CEO to transform 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 marketplace, will be a key story for Series C fundraising, and was the primary success factor for Bellhops in 2017.
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 in 17 cities within the span of 2 months, allowing one market to quickly grow 275% YOY. Axle now accounts for 38% of total product mix.
- Reduced logistics-related discounts 85% resulting in a monthly cost savings of $25k
- Worked directly with C-level executives to research and implement compliance policies and procedures

Bellhops   **Chattanooga, TN**
Associate Product Manager   August 2016-May 2017
Asked by Director of Product to leave school and stay at Bellhops, becoming the youngest full-time employee at age 19. Spearheaded the CRO initiative and led the design for the new homepage and order flow. Also, led cross-functional team and worked with 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
- Led design and strategy for multiple new homepages, order flow iterations and features including dynamic pricing, leading to a **CR increase of 48% during my tenure**
- **Conceived and launched 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 company wide 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
- Led designs for internal tool features
- Conducted customer facing usability tests for new order flow initiatives

FiftyThree   **Seattle, WA**
Job Shadow   July 2014
Conducted job shadow at age 16 by creating a FiftyThree 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

Landed design internship at age of 14 by cold emailing the Chief Delivery Officer. Worked as a team with a friend from school who focused on development side.

- 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

Pascal Finette July 2013 - Present

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 July 2013 - Present

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

Aza Raskin August 2010 - Present

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

EDUCATION

Georgia Institute of Technology **Atlanta, GA**

Bachelor of Science in Computational Media, Minor in Business August 2015-August 2016

Asked to dropout out after freshman year by the Director of Product 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.

ENDORSEMENT

Laura Patti

Service Designer at Bellhops

"Rushir is a rare breed. From a summer intern to a FT employee, he continues to excel beyond his (20) years. In addition to his Associate PM responsibilities on the product team, he's contributed to design thinking facilitation, prototyping, competitive audits, usability testing and visionary documents. He has an insatiable hunger to learn and an ambitious velocity to his personal career goals. I have no doubt I will look back and say, 'I knew him when…'"