



# SAKSHAM MAHAJAN

Strategy and operations professional with education across India, Europe, and Singapore. Holds an MA from ESSEC Business School and is pursuing the PGP at ISB. Brings commercially grounded experience across food service and consumer businesses, combining strategic thinking with hands-on execution in market entry and operations.

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## EDUCATION

**Indian School of Business | PGP | Intended Majors - Marketing and Strategy | GMAT Score 760** **Apr 2025 - Present**

- ISB Merit Scholar (Top 2% of ~800): Awarded 25% tuition waiver for academic excellence & proven professional track record
- Semi-Finalist, Tata Imagination Challenge: Designed an all-terrain mobile field kitchen vehicle for Army frontline to access hot meals

**ESSEC Business School, Singapore/Paris | MIM - Innovation, Entrepreneurship & Sustainability Focus** **2021 - 2023**

- Winner, L'Oréal Digital Challenge (APAC): Designed CRM-driven marketing strategy projected to lift engagement and conversion

**Christ University, Bangalore | BBA - Marketing Specialisation** **2018 - 2021**

- Led Venture Design: Improved two-wheeler safety by developing GPS biking gloves, surveying 120+ riders & driving GTM strategy

## PROFESSIONAL EXPERIENCE

**(2 Years, 9 Months)**

**Business Strategy & Growth Lead, Full-time**

**Delhi-NCR, India**

*Pita Pit (Canadian healthy QSR chain with over 600 outlets globally)*

**Jan 2024 – Mar 2025**

- Launched Pita Pit in NCR by operationalising GTM via cross functional execution and owning performance and market acceleration
- Delivered ₹40L+ GMV in 12 months by scaling across 8 outlets, sustaining 18% MoM growth and serving 100K+ customers in NCR
- Boosted demand and retention by leading a 40+ member team, aligning across operations, marketing, and customer experience
- Cut ramp up time by 30% by piloting 5 compact hyperlocal formats and standardising playbooks for inserts, pop ups and pamphlets
- Lifted lunchtime sales 300% in 6 months by generating B2B orders and corporate partnerships across outlets & revenue share sites
- Improved unit economics by driving AOV +18%, contribution margin +3pp, and gross margin +20% by optimising pricing and mix
- Reduced complaints 30% and cut prep time 20.3 to 11.5 minutes by tightening service ops and standardising peak hour workflows
- Lowered wastage 34% and improved ratings 3.9 to 4.1 across 10K+ customers by standardising prep and QA with daily checks

**Business Strategy & GTM Manager, Full-time**

**Delhi-NCR, India**

*Pita Pit (Canadian healthy QSR chain with over 600 outlets globally)*

**Jan 2023 - Dec 2023**

- Accelerated NCR market entry by designing expansion strategy, commercial model & execution roadmap by cross-functional approach
- Improved launch speed and market fit by building scalable SOPs, localization strategy, and customer segmentation for NCR rollout
- Strengthened profitability and payback by building long term rollout plan and unit economics by redesigning business model & pricing
- Accelerated rollout pace by validating GTM assumptions via pilots and pre-launch campaigns, mitigating rollout risks with roadmaps

**Global Supply Planning, Trainee**

**Singapore**

*Beam Suntory (World's 3<sup>rd</sup> largest alcoholic beverages business)*

**Jul 2022 - Dec 2022**

- Mitigated risk of shipment delays for launches and duty-free campaigns by allocating stock across 11 SEA markets plus Travel Retail
- Coordinated USD 9-10M monthly imports by guiding hub supply planning and aligning demand forecasts for 200+ SKUs across SEA
- Cut reporting 40% and accuracy 12% by Power BI dashboards and automation for 30+ planners; trained 50+ in three workshops

**Sales and Communication, Intern**

**Delhi, India**

*My-Advo (Legal Tech Firm)*

**Aug 2020 - Sept 2021**

- Expanded commercial legal case pipeline and legal tech community engagement by managing client acquisition and executing events

**Social Responsibility-Project Innovation, Intern**

**Gurgaon, India**

*Indigo Airline (International Airline)*

**Jun 2017 - Jul 2017**

- Strengthened Indigo CSR initiative planning by researching Gurgaon community needs and drafting cross functional project proposals

## PROJECTS

**Consultant, Full-time**

**Singapore**

*AIDHA (NGO)*

**Oct 2021 - Nov 2021**

- Spearheaded collaborative partnership by market trend analysis to design and run targeted campaigns to increase sustainable livelihood

**Consultant, Full-time**

**Singapore**

*Nutricia- DANONE (Food MNC)*

**Sept 2021 - Oct 2021**

- Built initial brand, pricing, and targeted marketing approach by collaborating in a cross functional team for new Nutricia product
- Built launch strategy for Nutricia product by analysing trends, consumer preferences, and competitor benchmarks via market research

## LEADERSHIP AND EXTRACURRICULAR

**Theatre, Filmmaking & Public Engagement:** Delivered 20+ theatre performances, 3 national awards, featured in Dettol's hygiene film.

**Social Work:** Led Prayas JAC English sessions & mentored 200+ students; mobilised 200+ kg essentials with Earth Saviours.

**Sports & other Achievements:** District level in discus and shot put, won "Athlete of the Year" and 10+ podiums across case challenges.

## SKILLS

**Technical Skills**

MS Office, Power BI, SAP, Short-Film Making

**Professional Skills**

Project Management, Market Entry & Go-to-Market Planning, Operations & Execution Support, Data-informed Analysis, Cross-functional Coordination, Stakeholder Management, Communication, Self-Motivated, Creative, Meticulous, Proactive, Resourceful, Adaptive, Problem Solver & Multitasker Ability in a Fast-Paced Environment

