

Shaleen Goel

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PROFESSIONAL EXPERIENCE

Bain & Company

Chicago, IL

Associate Consultant

2018-Present

- Rated in top performance category indicating performance 6 months ahead of tenure (top 10% of class)
- 1 of 4 people highlighted as “best coach” at annual meeting of PE Group (>100 total members)
- Team lead for University of Michigan undergraduate recruiting; managed events & interview selection process

Selected Project Experience:

Go-To-Market strategy & execution for global logistics company

- Managed external vendor to implement AI-based lead identification tool; defined tool strategy, road mapped product development, and iterated on results to deliver successful implementation worth ~\$5M EBITDA
- Utilized client’s SQL databases to identify lead sources with unfavorable customer acquisition cost to lifetime value ratios; utilized interactive Tableau dashboards to influence executives and cut unprofitable lead sources
- Coordinated with cross-functional team across sales, finance, & operations to set coverage model strategy; created & project managed plan to execute across various initiatives yielding savings of over \$5M EBITDA

Private Equity Group – Conducted 6-month rotation working on due diligences; primarily in the B2B SaaS space

- Managed team of 5 off-shore consultants to conduct diagnostic of target’s digital capabilities; responsible for road-mapping and constantly reprioritizing to ensure successful delivery of high value objectives
- Led team of data scientists to create time-series based forecasting model for pickup truck sales; won PE Group wide award for managing data scientists and wrote playbook for roll-out across entirety of PE Group
- Conducted 30+ customer interviews to identify key purchasing criteria and collect user feedback for target & major competitors; created plan for client to develop key features to ensure long-term product success
- Designed & implemented scale customer survey to better understand target’s product offerings; evaluated target’s competitive positioning and key gaps to major competitors for presentation to PE client
- Directly supervised first-year analyst as second-year associate consultant (traditionally a third-year role); responsible for balancing skill development of analyst with successful & timely delivery of project objectives

Auxia.ai

Virtual

Part-time Product Manager (automated chat-box slide creation tool for consultants)

2021 - Present

- Led meetings with developer team twice a week to iterate on features, remove roadblocks, and define workplans
- Conducted user interviews and supplemental research to define customer needs and product’s key objectives
- Road-mapped product development to prioritize important features and quickly deliver successful pilot for users
- Directed upgrade of front-end and back-end frameworks to assist team in more quickly scaling features and reduce technical debt; successful implementation rapidly increased developer team’s velocity

EDUCATION

University of Michigan: Stephen M. Ross School of Business

Ann Arbor, MI

Bachelor of Business Administration: Emphasis in Operations & Strategy

2015 - 2019

- **Academics:** GPA: 3.8, High Distinction (highest business honor based on GPA), University Honors
- **Leadership Experience:** Senior Analyst – Zell Early Stage Venture Fund; Vice President – BOND Consulting Group (student run, local business consulting organization); Professional Chair – Phi Chi Theta Business and Economics Fraternity; Peer Coach – Ross School of Business Career Service Department
- **Test Scores:** 35 ACT (36 Math); 2280 SAT (770 Math); National Merit Finalist (99th percentile on PSAT)

ADDITIONAL

- Self-learning CS; completed online coding courses on C++ & web development (>75 hours of coursework in 2021)
- Lifelong fan of Michigan football & basketball, Detroit Pistons, and Pittsburgh Steelers
- Interest in film; watched ~50 movies in 2020, ranging from Oscar winners to Netflix original romantic comedies
- Formerly worked at JP Morgan in their fixed-income sales & trading group as 1 of 7 sophomore interns