

ADITYA THAREJA

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EDUCATION

Darden Graduate School of Business Administration, University of Virginia

Charlottesville, VA

Candidate for Master of Business Administration, May 2016

- Recipient of Darden Merit Scholarship; half-tuition scholarship
- GMAT: 740

Indian Institute of Technology (IIT)

Kanpur, India

Bachelor of Technology, Mechanical Engineering, May 2010

2009 – 2010

- Ranked among top 0.3% of 300,000 candidates in IIT entrance exam
- GPA: 8.1/10.0; ranked in the top 10 of the graduating class (7th/43)
- *Overall Coordinator, Students' Placement Office:* Selected by the Dean Student Affairs to lead a team of 100 volunteers. Used innovative strategies to convince 30 companies to recruit from IITK for the first time in the tough economy of 2009. 770 students, 93% of total class received offers, 9% improvement on previous year
- Founder *Anugonj*, a bilingual sports magazine. Active member – Counselling Service, English Literary Society and *Vox Populi* (Institute's student newsletter)

EXPERIENCE

Citizens for Accountable Governance (CAG)

Maharashtra and UP, India

First of its kind professional election campaign management company in India

Mar'14 – May'14

Campaign Coordinator for BJP in 3 parliamentary constituencies in 2014 elections

- Led a team of 150 volunteers and surveyed 2400 people in 3 constituencies to identify priority areas and develop targeted strategies. BJP won all 3 seats, one of which was won after a gap of 15 years
- Coordinated 28 3D rallies of prime ministerial nominee, Mr. Modi, to reach out to 1,50,000 people
- Managed *Get Out to Vote* campaign for the party; effectively targeted voters in favourable areas which resulted in 12% greater voter turnout than average in favourable areas of the constituency

ITC Limited

Chennai, India

India's largest consumer goods conglomerate

2011 – 2014

Key Account Manager, Sales Team

- Achieved turnaround in ITC's falling business with its largest customer Nokia (\$13MM revenue). Captured 50% of competitor's volume share in a span of one year by offering Nokia unique services and reduced product prices
- Led a cross-functional 8-member team to modify the production method which led to 5% decrease in product cost; 2.5 times the cost reduction target
- Negotiated deals with suppliers in Britain, China and Switzerland to develop packaging for Nokia's N501 Asha series model at 60% of the target cost
- Reported directly to CEO as a part of 5-member business expansion team. Identified new business opportunity focussed on small sized clients; added 3 clients to increase ITC's carton line revenue by 5% (\$2MM) above target sales goal
- Received the highest appraisal rating of 'Outstanding' in all performance reviews

Demand Planner, Operations Team

- Coordinated supplies for 250 products, a volume of 150 million pieces and achieved 100% on-time delivery for 9 consecutive months; 200% improvement in performance on previous best of 3 months
- Improved planning process by implementing lean manufacturing principles to reduce inventory in supply chain by 53%; helped Nokia shut-down a third-party warehouse and save \$1MM per year
- Promoted to sales team in 9 months – 15 months ahead of average graduate

ExxonMobil Company India Pvt. Limited

Bangalore, India

2010 – 2011

Planning Analyst, Supply Chain Asia Pacific

- Helped identify \$8MM worth of cost reduction projects through inventory reduction
- Formulated numerical model to predict freight cost for 3 manufacturing plants and over 500 delivery locations. The model was used in development of corporate plan of supply chain for Asia Pacific

ADDITIONAL INFORMATION

May'10 – Dec'12

- *Volunteer at SELCO Solar Light Pvt. Limited:* Designed a low cost (sub \$12) drier which enables farmers in rural Karnataka to dry cash crops even in rainy seasons
- Interests: Avid cricket fan, enjoy reading novels and like travelling to new places