

Vaibhav Kakkar

Bengaluru, KA | vaibhav.kakkar0101@gmail.com | +91 9616700747 | [Linkedin](#) | [Portfolio](#)

Summary: Experienced professional with up to 3 YOE working in high-growth startups. Skilled in data-led planning and execution. Having closely worked with founders, led several initiatives, process design and transformation, category growth projects. Adept in cross-functional collaboration, obsessed with solving problems for people with the ability of getting things done.

Work Experience

Career Break

Aug'24 - Present

- Joined GrowthX, an 8 week immersion program to learn nuances of revenue-led growth, including acquisition, onboarding, retention and monetization. For capstone, co-led the team of founders/product and marketing leaders to increase Subko Coffee's revenue to 3X. Currently, learning nuances of **GTM** and **data-led-growth**.
- Focus areas: Family health, upskill, build network & personal brand, and reflect to plan for next 5 years!

Entrepreneur In Residence: B2B | P-TAL (E-commerce: Seed)

May'24 – July'24

- Conducted comprehensive market research to **establish the B2B vertical**, exploring sectors such as franchise, gifting, reseller, interior, and HoReCa.
- Prioritized and successfully developed the B2B gifting and reseller sectors, generating leads with an order value **exceeding ₹30L**, achieving approximately **10% conversion within one month**.
- Established foundational frameworks including client collateral, website enhancements, and franchise planning to strengthen market positioning and expand business opportunities.

Strategy Associate | SuperK (Retail-Tech: Series-A)

Jan'22 – Jan'24

- Conceptualized and executed the **GTM strategy for a new category** of frozen foods. Ensured PMF, scaled to 60 stores, **impacting 2% of the GMV**.
- Established category growth vertical**, ran initial experiments creating a playbook, **achieving ~5% revenue growth** within the test categories.
- Owned E2E processes** of procurement, led design and transformation efforts to **manage 100Cr+ annual purchases**, supporting over 30 executives, managing 200+ merchants, bringing adherence, operational efficiency, and collaboration.
- Managed key procurement projects to improve availability rate, reduction in inventory, collaborating with all business functions, **impacting ~15% of the GMV**.
- Planned **GTM of several new-initiatives**, increasing process efficiency and NPS of customers and employees.

Business Analyst | MiQ Digital (Ad-Tech)

June'21 – Nov'21

- Performed **pre and post ad campaign analysis using SQL and Excel**, deriving insights, and recommending strategies to improve conversions.
- Contributed to 20+ campaign strategies, while collaborating with the US clients across Political, Travel, FMCG, Healthcare, industries with \$1M+ budgets.

Skills

Non-Technical: GTM, Stakeholder Management, Business Strategy and Execution, Program Management, Category Management, Process Design & Transformation, Sales & Partnerships, Cross-functional collaboration

Technical Languages & Tools: Business Analysis, Metabase, PowerPoint, No-Code Apps, Jira, Notion

Projects

Swish Club: Created a GTM strategy to launch a feature, comprising pre to post planning and stakeholder management.

Stable Money: Devised customer acquisition strategy after Market/User research, ICP & channel size & prioritization

Swiggy: Formulated consumer hook plan, and devised engagement and retention strategies.

Rapido: Did a user feedback-based product teardown, suggesting changes, keeping cognitive biases in mind.

Education

- Growth & Strategy - GrowthX, 2024-Present
- B.Tech Software Engineering - SRM University, KTR, Chennai, 2017-21