

Aditya PAPPULA

IIT KHARAGPUR | HKUST MBA | LONDON B SCHOOL

New Delhi
+919441881258
aditya239@gmail.com
linkedin.com/in/adityapappula/

Summary

Experienced, open minded and system thinking oriented product manager with proven leadership in building products from concept, researching markets and expanding them strategically all over the world.

Key Areas of Expertise -

- Building the Product Blueprint, Roadmap and Strategy
- Web and Mobile Application Development
- Agile and Scrum Methodologies with experience as a Scrum Master
- Project and Client Management
- Vast Tech experience and deep understanding of latest UX and Technological trends

Education

Master of Business Administration

Jul 2016 - Mar 2018

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

- GPA 3.6/4 | GMAT 770/800 | TOEFL 112/120
- Winner, **LES Members' Choice Award**, LES International Business Plan Competition 2017
- Vice President & Founding team member, **HKUST Technology** and **Leadership & Sports Clubs**

Master of Business Administration (Exchange)

Aug 2017 - Dec 2017

LONDON BUSINESS SCHOOL

- **Devised Business strategy** for Aviation Systems Group ASG in the **UAV market**

Bachelor of Technology (Hons.) - Electrical Engineering

Aug 2006 - Jul 2010

INDIAN INSTITUTE OF TECHNOLOGY, KHARAGPUR

- **All India Rank 470** out of 500,000 applicants
- **Design Head, Spring Fest '09**, the largest cultural festival in East India, leading their design and PR operations
- Awarded the **Mrinal Basu, Prova Basu** and **MCM scholarships** for **academic excellence**

Experience

Product Manager - Mobile

Mar 2018 - Present

VMOCK, INDIA

- Directed the VMock Mobile Platform, revolutionising Career Development through **Machine Learning and AI**
- Orchestrated the **engineering and UX operations** - building & launching various boutique products
- Managed the entire product life-cycle from **conceptualisation** to generating **exponential growth**, contributing to over **30% of the entire user base**
- Expanded the **user base by 70x** & reach to over **100 countries** by formulating and executing **Social Media & In-Product Marketing**
- **Built partnerships** with various **Ivy league and tier 1 universities** all over the world to expand the platform
- Designed a **scrum** based system across the organisation to improve **productivity by 20%** & meet tight deadlines

Product Manager

Mar 2015 - Jun 2016

MYSMARTPRICE, INDIA

- Adopted **ownership** of the iOS division of MySmartPrice, in the highly competitive **Indian e-Commerce market**
- Lead the **development operations** of the product from concept stage and launched it across Indian stores
- Created a **social marketing strategy** to promote the app, reaching the **Apple India trending list**.
- **Raised Series B funding of 10m USD** from Helion Venture Partners and Accel Partners

Contd.

Project Manager

Jan 2014 - Mar 2015

ZEMOSO TECHNOLOGIES, INDIA

- Managed & Lead multiple projects, in a fast paced startup, handling **web & mobile development operations**
- Acted as a single point of contact for the **USA region**, managing clients in the **IoT and HealthCare domains**
- Helped one of the high profile clients achieve a multi-million dollar grant from the **Obama Care program**

Software Engineer

Aug 2010 - Jan 2014

CENTURYLINK, INDIA, USA

- Optimised processes & license utilisation leading to **annual savings of \$300,000** for the US based telecom giants
- Won the **CenturyLink Star & Director's Awards** for outstanding contribution at a global level.

Internships

Application Development Manager

Jun 2017 - Aug 2017

ORIGAMI LABS, HONG KONG

- **Headed the Technology and Strategy for ORii** - trending in the Hong Kong Wearable Tech industry
- **Launched** the product on **Kickstarter**, raising **more than 11 times the goal**

Post Doctoral Research Associate

May 2009 - Jul 2009

VRIJE UNIVERSITEIT BRUSSEL, BELGIUM

- Researched Non Linear System and Chaos Theory under guidance of Prof. Dr. Ir. Johann Schoukens

Activities

- Amateur Actor, Dancer and Stand-up Comedian, **performing across India, Hong Kong and England**
 - Volunteer, **RobinHood Army** - serving the society across the **India** and **13 other countries**
 - Midfielder, University Football teams - HKUST and IIT Kharagpur
 - Languages: **English, Hindi, Telugu, Mandarin** (Basic), **Kannada**
-