

VRIJEN S. ATTAWAR

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Education	CORNELL SC JOHNSON COLLEGE OF BUSINESS Master of Business Administration, May 2022; Strategic Product and Marketing Immersion High Tech Club, Access Johnson (VP, Marketing), Consulting Club, Entrepreneurship Club	Ithaca, NY
	EMORY UNIVERSITY Bachelor of Arts in Economics, May 2014	Atlanta, GA
Tools	Qualtrics, SPSS, Excel, Sheets, Tableau, Monday, Airtable	
Certifications	ScrumAlliance Certified ScrumMaster®, Gainsight Customer Success Manager (Level I)	
Experience 2023 -	THE APPLY.AI – <i>AI career companion that helps you land your next big opportunity</i> Chief Executive Officer <ul style="list-style-type: none">• Leveraging domain expertise in university admissions and career consulting to define product vision and complement technical innovation• Oversaw deployment of MVP to 100+ users	New York, NY
2022 - 2023	MCKINSEY & COMPANY – <i>Management consulting firm</i> <ul style="list-style-type: none">• Performed quantitative analysis on 5-year pricing trends for 3 key business lines representing 30% of revenue, identifying \$4M in low-lift up-sell and cross-sell opportunities• Oversaw coordination and project management for 3-person design team during 8-week internal study supporting development of in-house Salesforce analytics add-on for Marketing & Sales practice	
Experience 2021	GAINSIGHT – <i>B2B SaaS provider of Customer Success solutions</i> Sales Enablement MBA Intern <ul style="list-style-type: none">• Owned tech tool enablement for 60+ person sales organization, including seller onboarding, upskilling, and workflow optimization for core sales motions• Defined departmental priorities based on seller painpoints and sub-optimal workflows identified through analysis of Salesforce and Outreach usage data and user interviews• Created tech tool training materials for new sellers, increasing Q3 cohort's prospecting email volume by 2x and call volume by 3x and decreasing overdue tasks by 30% compared to Q2 peers• Optimized tech tool provisioning through workflow automation after securing buy-in from three departments and sales leadership; reduced email requests by 70%	San Francisco, CA
2017 - 2019	THE KEYS ADMISSIONS – <i>Boutique university admissions consulting firm</i> Co-founder & Head of Sales and Business Development <ul style="list-style-type: none">• Generated \$650K+ in annual B2C revenue through high-touch client interactions, yielding 90%+ conversion rate on referrals, Net Promoter Score of 9.6, and revenue-to-marketing-cost ratio of 25:1• Analyzed customer interviews and results from biannual focus groups to hone pricing strategy, resulting in 80%+ clients signing up for highest-margin services	Singapore
2015 - 2017	THE ACADEMY – <i>Startup provider of K-12 tutoring and enrichment programs</i> Business Development Associate for College Consulting Division <ul style="list-style-type: none">• Revamped product messaging to attract Singaporean market customers, inducing 2x rise in leads-to-conversion rate, 10x increase in client portfolio size, and B2C revenue of \$425K+• Persuaded board to replace master brand marketing strategy with a differentiated approach, raising lead conversion across all three brands by 15% on average	Singapore
Personal	<ul style="list-style-type: none">• Winner, "Most Market Ready" at 6th annual Cornell Animal Health Hackathon• VP, Marketing for Access Johnson: an on-campus club for neurodivergent and disabled students	

- Hobbyist Sci-Fi writer; favorite sub-genres: hard and speculative; favorite authors: Asimov and Liu