

Shubham Agarwal

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Education

Judge Business School, University of Cambridge, UK 2021 - 2022
Reading for Master of Business Administration degree - GMAT 710

Pesit, Bangalore, India 2011 - 2015
Bachelors of Engineering in Electrical and Electronics; GPA: 8.32/10.0

Professional experience

ZS Associates, Delhi, India Oct 2017 – Aug 2021
Global management consulting & professional services firm

Consultant May 2021 – Aug 2022

- Increased marketing ROI by 2x and bottom line by ~20% for a leading US pharma company through channel spend optimization
- Reduced customer attrition by 20% for US private equity client's portfolio company through targeted marketing strategy developed from churn analytics
- Defended 10% market share against competitor entry for a leading US pharma company by redesigning commercial strategy focused on building new partners and differential value proposition

Associate Consultant May 2019 – May 2021

- Boosted customer engagement by 30% during COVID for a major UK pharma company by designing a digital transformation strategy for their current sales team
- Increased 10% top-line through optimal commercial planning and forecasting to address supply chain roadblocks for the respiratory business unit of a leading US pharma company
- Increased ROI 3x by optimising portfolio marketing spend across multiple business units of a leading pharma company in Italy
- Planned 20% top-line increment for a leading Japanese pharma company through promotional assessment and marketing mix strategy

Associate Oct 2017 – May 2019

- Improved overall process efficiency over 60% by establishing the use of R programming in advanced analytics for marketing strategy in the ZS promotional response team

Nishtya Infotech, Delhi, India Jan 2020 – Present
Start-up which integrates research-based online learning and employment

Co-Founder & Board Member

- Increased top-line by 10x in one year by leading a team of 30 through the launch of complimentary service lines focused on research-based education
- Led company to positive net profitability in 1.5 years post-launch through strategic stepwise resource and service scaling

ProjectEd, Delhi, India Jun 2016 – Sep 2017
EdTech incubator aimed to promote experiential learning among college students

Founder

- Built ProjectEd to ensure structured resourcing availability to all innovators regardless of their background
- Helped over 1,000 engineering students in building their innovative ideas through hands-on mentorship and resource assistance

Additional information

Skillset Strategy Consulting, Financial Modelling, Microsoft Excel, Advance Analytics

Achievements Published research at IEEE, USA - "PiezoPort" Energy harvesting on airport runway using piezoelectric devices, Winner - Analytics Coding challenge at ZS (2018)

Prof qualifications Passed CFA Level 2, Business essential course (HBx CORE) by Harvard Online

Interests Blogger on financial markets (stories.jobaa.com - over 500 active readers)