

## Abhinav Gupta

### Personal Information

DOB: 19/08/1986

Nationality: Indian

### Contact Information

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09/12-03/14	<b>ESADE Business School</b> Master in Business Administration, Full Time MBA	<b>Barcelona, Spain</b>
09/13-12/13	<b>Guanghua School of Management, Peking University</b> MBA Exchange	<b>Beijing, China</b>
08/04-04/08	<b>Manipal University</b> BE in Industrial & Production Engineering	<b>Manipal, India</b>

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### Work Experience

Operations and Business manager with experience in building high performing teams. In 10 years of professional experience I have worked in bootstrap companies to big corporates. I have had the opportunity to deliver on various roles – from category builder to platform growth and even payments and fraud, but have a penchant for scaling processes and building teams grounds up

#### Uber Technologies Inc.

**Bangalore, India**

03/19-present	<b>Head Business Operations, Karnataka &amp; Tamil Nadu - excluding Chennai</b> <ul style="list-style-type: none"><li>• <b>Categories and PnL:</b><ul style="list-style-type: none"><li>• Led a team of 5 to scale the product portfolio for Bangalore including Low cost and High Value</li><li>• Managed uber Auto, Premier, Hire, XL, Intercity, Access and Assist end-to-end (&gt;\$xxxM in annualised bookings and &gt;\$xM in investments)</li><li>• Built investment and operating plans for south India for 2020 inc. headcount and workplace planning</li><li>• Grew Auto as a category by 100%+ (biggest auto market for uber in India)</li><li>• Grew Premier (premium sedans) and XL(SUVs) by ~100% and 55% respectively while maintaining CM+</li><li>• Led uber's airport business for South India and Sri Lanka, \$xxM+ in annualised bookings and consolidated category position by 5pp</li></ul></li><li>• <b>Expansion</b><ul style="list-style-type: none"><li>• Launched 6+ markets in Karnataka and TN</li><li>• Launched bike-share in Mysore</li><li>• Negotiated over \$xM in funding to further expand uber Access in other cities</li></ul></li><li>• <b>Policy and Law Enforcement Ops:</b><ul style="list-style-type: none"><li>• <b>[Covid ops]</b> Launched uber <a href="#">Essentials</a> in Bangalore to help movement of non emergency patients</li><li>• <b>[Covid ops]</b> Led <a href="#">uber Medic for South India</a> to offer free rides for medical personnel</li><li>• <b>[Covid ops]</b> Worked with BBMP to help frontline workers audit mandatory quarantine households</li><li>• <b>[Covid ops]</b> Launched <a href="#">uberConnect</a> in Bangalore</li><li>• Deescalated 2 driver strikes in Bangalore and avoided 1 by working with driver and union leaders</li><li>• Hired and trained ex-LE professionals to manage any law enforcement escalations</li></ul></li><li>• <b>Supply Engagement:</b><ul style="list-style-type: none"><li>• Led driver ops for the south inc. driver obsession, churn and <a href="#">communications</a></li><li>• Helped reduce involuntary platform churn by over 50% (inc.various initiatives on quality, compliance, etc.)</li></ul></li></ul>
08/17-02/19	<b>Head of Driver Supply, Karnataka</b> <ul style="list-style-type: none"><li>• Led the supply growth team for Karnataka (Global top 5 in 600+ cities)</li><li>• Managed an investment allocation of \$xxM to scale up supply over 2 years</li><li>• Onboarded over x00K drivers in 2 years</li><li>• Improved early lifecycle retention from 35% to 70+%</li><li>• Launched <a href="#">uber Access and Assist</a> – a service for people with accessibility needs</li><li>• Helped launch uberAuto in Bangalore and built a supply growth strategy for the same</li><li>• Launched uber India's first rural outreach program for driver acquisition</li><li>• Built a team of 5 directs with 100+ frontline staff focused on supply growth</li></ul>
03/17-07/17	<b>Operations and logistics manager(lead)</b> <ul style="list-style-type: none"><li>• Built a team of 100+ to diversify uber's driver acquisition channels</li><li>• Led the operations task force for affiliate channel driver acquisition for India a.k.a <a href="#">'uber dost'</a></li><li>• Led Bangalore to top 10 in uber (inc. China)</li><li>• Led uber's <a href="#">fauji program (military outreach)</a> and also the vehicle financing program for Karnataka</li></ul>
08/15-02/17	<b>Operations and logistics manager</b> <ul style="list-style-type: none"><li>• Built and launched the driver CRM strategy across the market – inc. for launches such as pool, new driver app, etc.</li><li>• Managed a team of 10+ and launched initial driver acquisition marketing campaigns for uber in India</li><li>• Co-managed the Driver Support centre inc. managing bottlenecks to facilities planning</li></ul>

**La Verbena Europe S.L. (closed)**

**Barcelona, Spain**

*A firm dealing in worldwide trading of premium wine and organising wine tasting events across Europe*

- 03/15-07/15      **Director**
- Manage all e-commerce operations along with developing and updating the web platform, [laverbenawines.com](http://laverbenawines.com)
  - Increase company's business by building on-trade and off-trade partners
  - Build company's portfolio by acquiring/building partnerships with vineyards in western Europe

**Akamon Entertainment** **Barcelona, Spain**  
*One of the world's top 15 online social casino gaming firms with over 25 million registered users*

- 05/14-11/14      **Payments Lead**
- Managed the payments page of our 5 gaming portals, optimising payment methods for over 10 countries in Europe and South America
  - Analysed the user behaviour and introduced company specific processes to bring the fraud level under 1%
  - Negotiated better global rates with multiple PSPs to improve the payouts for mobile and card payments and also improved the payments page conversions rate by prioritising one click flow
  - Oversaw a payments ecosystem of over 350,000 monthly transactions in over 5 currencies

- 07/13-08/13      **Analytics Intern**
- Analysed game performance on various platforms and recommended measures to improve player retention and improve the LTV (lifetime value) of a player
  - Helped introduce standardised reports to better communicate performance metrics to the business stakeholders

**Menkes S.A.** **Barcelona, Spain**  
*A world-renowned Spanish company dedicated to providing dance and theatre production solutions*

- 03/13-05/13      **External Consultant**
- Conducted feasibility analysis and developed strategic and operational rollout plan to digitalise an offline business and build an online presence

**Granite India** **Chhatarpur (M.P.), India**  
*A firm involved in the production of rough granite blocks using open cast mining in central India, since 1989*

- 10/10-06/12      **Business Manager**
- Managed end-to-end operations and managed production and shipment deadlines
  - Implemented process improvements at all our quarries, which improved the entire time for shipment by 30%
  - Led cost-control measures which helped reduce manufacturing overheads by 10%
  - Negotiated rate contracts for the entire fleet of heavy machinery thereby reducing the cost of spare parts by 15%
  - Expanded business by obtaining the lease for a new quarry from the Ministry of Mines and by signing annual
  - Closed marking contracts of over 2000 cubic meters with a value of over US\$ 2M with trade partners

**Infosys Technologies Ltd.** **Mysore, India**

10/08-06/10      **Systems Engineer**

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#### Languages

Hindi (Native), English (Native)