

DARSH SHAH

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EDUCATION

2022-2024	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>Candidate for Master of Business Administration degree</i> • Concentrations: Technology Management, AI & Strategy Dean's List Recipient GMAT: 770 • Leading key initiatives at (1) Entrepreneurship & Venture Capital Club and (2) Kellogg Student Association	Evanston, IL
2013-2016	UNIVERSITY OF MUMBAI <i>Bachelor of Commerce (Major in Finance & Economics) CGPA: 6.62/7.00</i> • Apprenticeship: Grant Thornton; led high-rigor financial audits with stringent regulatory scrutiny (PCAOB)	Mumbai, India

EXPERIENCE

2023	PASS+ (B2B Vertical SaaS – Post-PMF Marketing Automation Platform with 25K users) Chief of Staff (MBA Summer Intern) • Launched reverse-free trial plan driving \$390K in gross margin growth by synthesizing insights from 20 user interviews to inform feature bundle and develop GTM strategy • Led a subscription pricing update initiative across three plans, generating \$360K in incremental revenue with minimal churn, designing customer communications in collaboration with marketing and customer success	Los Angeles, CA
2021-2022	SHARECHAT (Google-backed hypergrowth short-video platform with 180M MAU) Product Manager (Through Role Expansion) • Shipped spatialized audio stream feature, achieving 10% lift in average user time to 11 minutes; collaborated with engineering to optimize cloud streaming cost and achieve feasible unit-economics • Collaborated with data science to develop memo on recommendation system for user feed; outlined roadmap to implement bandit recommendation system, promoting new creator discovery by estimated 200% • Developed internal CRM product from concept-to-launch in 3 months by leading cross-functional 30-member team across engineering, sales, and operations to enable revenue forecasting with 99%+ precision Strategic Finance (Ads Product) • Revamped creator monetization program by instituting a revenue-sharing model affecting 200K audio creators, resulting in \$24M in payouts at launch and 50% increase in creator activity and GMV over six months • Engineered financial model, building profitable scale-up plan and securing a \$10M quarterly performance marketing budget allocation by establishing robust LTV/CAC success metrics • Collaborated with Sales and Commercial teams, providing pricing and performance insights to model and negotiate bulk inventory sales to media-buying agencies; closed annual pre-sales deals worth \$50M • Received expedited promotion within <6 months of joining on account of extra-mile performance	Bengaluru, India
2017-2021	RAINSHINE ENTERTAINMENT (Global internet media player with interests in content and gaming) Manager, Corporate Development, May 2019 – September 2021 • Led \$3M investment in Nepali-language streaming platform, scoped potential market opportunity, created offline subscriber onboarding model to overcome limited regional online payment penetration • Built revenue model for gaming-as-a-service product, performed market assessment, and defined success metrics influencing \$1M investment decision • Drove post-merger integration of 5 entities, renegotiated cost drivers and developed first-of-its-kind centralized HR system enabling group-wide human capital sharing, growing profits by \$2.5M enabling break-even Assistant Manager, Financial Planning & Analysis, October 2017 – May 2019 • Optimized product marketing campaign by building consensus in a cross-functional team to execute a renewed geographic targeting strategy, achieving 50% profit growth through lower CPIs and higher ad revenues • Developed ETL tooling using Python to integrate data from over 10 sources into a SQL warehouse, enhancing analyst productivity by 40% through streamlined data accessibility and processing	Mumbai, India

ADDITIONAL

- **Technical Skills:** Data Analysis (SQL, Tableau, PowerBI, R), Tools (Figma, Retool, JIRA), Programming (Python)
- **Founder, Covid Fighters (India):** Built 15K+ member strong platform, recognized by United Nations, enabling crowdsourcing, and sharing medical infrastructure availability to over 1M social media users in real-time