

DARSH SHAH

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PROFESSIONAL EXPERIENCE

Oct 2024 - Present	EPIC GAMES <i>Senior Financial Analyst</i> - Built the unit economics framework for Epic's AI credits platform using API costs, usage, cache hit rates, and customer data, preventing ~\$25M in annualized downside risk and supporting 50% target gross margin - Created a contract-to-cash analytics workflow that reconciled signed terms, market release signals, and Workday payment data, identifying \$2M in revenue leakage and release-term gaps across 40 contracts - Quantified Unreal Engine's mobile and China market opportunity across 38,000 games by reconciling fragmented third-party datasets, shaping TAM assumptions, annual planning targets, and market share strategy - Designed Unreal Engine royalty guardrails, setting exemption, minimum guarantee, and exception thresholds that reduced repeat escalations and raised average royalty rates from <1% to ~3% across a \$350M-\$400M base	North Carolina
2023	PASS+ (B2B SaaS, 25K users) <i>Chief of Staff to CEO (MBA Summer Intern)</i> - Drove \$500K in annualized EBITDA growth by redesigning three B2B SaaS pricing tiers around usage, storage costs, churn risk, and competitor benchmarks, then leading rollout with CEO, marketing, and support - Redesigned PASS+'s free-trial model into a reverse free trial after identifying conversion drop-off and churn risk, lifting paid conversion by ~25% and generating \$390K in annualized gross margin growth	Los Angeles, CA
2021 - 2022	SHARECHAT (Google-backed platform, 180M MAU) <i>Manager, Strategic Finance</i> - Improved weekly sales and business reviews by replacing manual Google Sheets reporting with a Salesforce revenue forecast built from CRM, pipeline, and inventory data, giving leaders monthly forecasts within 5% of actuals - Rolled out Salesforce as the source of truth for 100+ ad sales reps, designing approval rules and Sales-to-Legal-to-Finance-to-Ad-Ops handoffs that drove 99% adoption and improved deal data completeness - Owned revenue planning for ShareChat's \$255M Series G across self-serve, programmatic, and direct ad sales lines, translating business-unit inputs for a 200M MAU platform into investor diligence materials - Shaped unit economics for ShareChat's live audio gifting product, forecasting DAUs, paying users, creator payouts, retention, and contribution margin to guide feature and investment decisions through a 5x GMV ramp	Bengaluru, India
2017 - 2021	RAINSHINE ENTERTAINMENT (Media/Gaming Investment Platform) <i>Manager, Corporate Development and Finance</i> - Translated \$75M+ in acquisition and content IP deals into post-close budgets and integration targets for executives and board, helping teams track synergy delivery after close - Modeled and tracked shared-services savings across 5 acquired content businesses, helping realize \$20M-\$30M in annual cost reductions through shared staffing and vendor renegotiation that flowed into the operating plan	Mumbai, India

EDUCATION

2022-2024	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY <i>Master of Business Administration, MBA</i> Concentrations: Strategy, Finance, Managing Organizations Dean's List Recipient GMAT: 770	Evanston, IL
2013-2016	NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS MUMBAI UNIVERSITY <i>Bachelor of Commerce (Major in Finance)</i> Founding team, Entrepreneurship Cell (250+ members in one year) CGPA: 6.62/7.00	Mumbai, India

ADDITIONAL

AI Enablement at Work:

- Lead Claude Code enablement for 20 finance and business users at Epic through finance-focused curriculum, live trainings, verification loops, and team prompt repositories
- Enable non-technical finance users to query Workday, Salesforce, and Databricks data through schema-aware Claude Code skills, reducing hallucinated queries and analytics-team dependency across 10+ recurring workflows
- Created a GitHub Actions/Docker deployment path for finance-built Streamlit apps on internal SSO-protected infrastructure

Technical Side Project:

- Building Cadence, a local Whisper-powered transcription app for capturing spoken notes and converting them into structured text

Tools:

- SQL, Python, Salesforce, Workday, Tableau, PowerBI, Retool, APIs