

DARSH SHAH

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Professional Experience (in order of relevance)

Oct 2024 - Present    **EPIC GAMES** (Unreal Engine - the largest AAA game engine; AI Creator Tools)    **Remote**  
*Finance & Strategy, Creator Tools*

- Built the unit economics and consumption-based pricing model for Epic's AI credits platform, using per-call API cost, cache hit rates, and segment usage to set margin floors and launch guidance, eliminating ~\$25M in annualized margin risk
- Translated creator-tool roadmap choices, usage thresholds, and pricing exceptions into financial decision guidance for product and business leaders, connecting product adoption, revenue quality, and margin outcomes
- Presented recurring Unreal Engine close and QBR analyses to leadership, explaining royalty, licensing, and bookings variances that informed budget reallocations, investment reviews, headcount decisions, and revenue-risk calls
- Built Claude Code workflows for 20 finance and business users, with scoped tools and verification loops that turned ad hoc Workday, Salesforce, and Databricks questions into reusable analyses

2021 - 2022    **SHARECHAT** (Google-backed social media platform, 180M MAU)    **Bengaluru, India**  
*Strategic Finance, Manager*

- Built ShareChat's first 3-month revenue-forecasting capability by defining Salesforce schema, approval flow, and reporting outputs, keeping monthly revenue within 5% of actuals
- Built the sales capacity model for ShareChat's ad sales org, setting channel mix, region sequencing, headcount, and productivity ramp assumptions for a 6-month expansion from 50 to 200 team members against a \$300M plan
- Built the LTV/CAC and return-on-spend case for ShareChat's live social audio platform, sizing creator and audience acquisition budgets and helping scale the business to \$60M ARR
- Led creator interviews, quantitative analysis, and cross-functional prioritization to launch a live-audio monetization product, increasing daily streamed minutes by 1.6B
- Made Salesforce the source of truth for 100+ ad sales reps by designing approval routing and Sales-to-Legal-to-Finance-to-Ad-Ops handoffs, driving 99% adoption and improving deal data completeness

2023    **PASS+** (Vertical SaaS platform, 25K users)    **Los Angeles, CA**  
*Chief of Staff (MBA Intern)*

- Shaped \$500K in annualized EBITDA growth by repricing three vertical SaaS plans around usage, storage cost, and churn risk while managing customer migration
- Reframed PASS+'s free trial as a paid-experience preview, using churn-risk analysis and 20 user interviews to lift paid conversion ~25% and generate \$390K in annualized gross profit

2017 - 2021    **RAINSHINE ENTERTAINMENT** (Media/Gaming Investment Platform)    **Mumbai, India**  
*Corporate Development and Finance, Manager*

- Built the revenue model for a gaming-as-a-service product, defining LTV, churn, subscriber-retention, and acquisition-cost benchmarks to support a \$1M investment decision
- 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

Education

2022-2024    **NORTHWESTERN UNIVERSITY | KELLOGG SCHOOL OF MANAGEMENT**    **Evanston, IL**  
*Master of Business Administration (MBA)*  
Concentrations: Strategy and Finance | Dean's List Recipient | GMAT: 770

2013-2016    **NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS | MUMBAI UNIVERSITY**    **Mumbai, India**  
*Bachelor of Commerce (Major in Finance) | CGPA: 6.62/7.00*

2013-2017    **INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA**    **New Delhi, India**  
*Chartered Accountant | Cleared all exams in first attempt (top 1% across ~130k candidates)*

Additional

Tools

- SQL, Python, Databricks, Salesforce, Workday, Tableau, PowerBI, JIRA, Confluence, APIs, GitHub Actions, Docker

Side Projects

- Built at work: created a GitHub Actions/Docker path for finance-built Streamlit apps on internal SSO infrastructure, turning analyst prototypes into governed tools