

## DARSH SHAH

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### PROFESSIONAL EXPERIENCE (IN ORDER OF RELEVANCE)

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| Oct 2024 - Present | <b>EPIC GAMES</b> ( <i>consumption-priced AI creator tooling</i> )<br><b>GTM Strategy &amp; Finance   Pricing &amp; Packaging, Forecasting, AI Creator Tools</b> <ul style="list-style-type: none"><li>Own pricing and packaging for Epic's consumption-priced AI Creator Tools - built the per-call and usage-tier model that set launch pricing, protected ~50% gross margin, and removed ~\$25M in margin risk</li><li>Partner with GTM, Product, and Engineering to turn roadmap, usage-threshold, and pricing trade-offs into launch and investment business cases, making inference cost an engineering KPI</li><li>Run the recurring close and quarterly actuals-vs-plan reviews for Unreal Engine, turning bookings, royalty, and licensing variances into budget reallocations, headcount calls, and course-corrections for leadership</li><li>Analyzed Unreal Engine rep productivity by region, isolating AAA studio license renewal cycles as the key driver, and timed GTM coverage and quota targets to each region's pattern</li></ul> <b>Agentic Finance   Built the Finance Org's Internal Tooling on AI Agents</b> <ul style="list-style-type: none"><li>Stood up Epic finance's first agentic operating layer, onboarding 20+ non-technical finance and business users onto Claude Code with a finance-specific curriculum, verification loops, and a shared library of reusable agent skills</li><li>Built schema-aware agent skills that let finance partners self-serve from Workday, Salesforce, and Databricks, cutting manual pulls across 10+ close, forecasting, and reporting workflows</li><li>Shipped SSO-protected deployment rails (GitHub Actions/Docker) that turn finance-built prototypes into governed, reliable production tools</li></ul> | Remote           |
| 2021 - 2022        | <b>SHARECHAT</b> ( <i>Google-backed social platform, 180M MAU</i> )<br><b>GTM Strategy &amp; Finance, Manager</b> <ul style="list-style-type: none"><li>Built the sales-capacity and quota model to scale from 50 to 200 reps against a \$300M plan, setting headcount, channel mix, and productivity-ramp assumptions under high ambiguity</li><li>Restructured the rep commission curve and stood up a festive-season incentive fund, tying payout to performance and lifting sales productivity through peak demand cycles</li><li>Built ShareChat's first 3-month revenue-forecasting and planning cadence (Salesforce schema, approval flow, reporting outputs), holding monthly revenue within 5% of actuals</li><li>Set bulk-inventory discount and pricing recommendations for a closed \$50M+ annual ad deal, balancing committed spend, ad-yield trade-offs, and revenue predictability with Sales and Commercial leaders</li><li>Ran A/B tests on the self-serve (B2B) advertising funnel, cutting funnel drop-off ~35% and lifting monthly sign-ups by 120k+</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Bengaluru, India |
| 2023               | <b>PASS+</b> ( <i>Vertical SaaS platform, 25K users</i> )<br><b>Chief of Staff (MBA Intern)</b> <ul style="list-style-type: none"><li>Repriced three SaaS plans around usage, storage cost, and churn risk while managing customer migration, shaping ~\$500K in annualized EBITDA growth</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Los Angeles, CA  |
| 2017 - 2021        | <b>RAINSHINE ENTERTAINMENT</b> ( <i>media/gaming investment platform</i> )<br><b>Strategy &amp; Finance, Manager</b> <ul style="list-style-type: none"><li>Optimized performance-marketing spend with a renewed geo-targeting strategy, driving 50% profit growth through lower CPI and improved in-app advertising CPMs</li><li>Built unit-economics models (LTV, churn, retention, CAC) and investment cases behind a \$1M gaming-as-a-service decision and a \$3M content-platform launch</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Mumbai, India    |

### EDUCATION

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| 2022-2024 | <b>NORTHWESTERN UNIVERSITY   KELLOGG SCHOOL OF MANAGEMENT</b><br><b>Master of Business Administration (MBA)   Concentrations: Strategy &amp; Finance · Dean's List · GMAT: 770</b> | Evanston, IL     |
| 2013-2017 | <b>INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA</b><br><b>Chartered Accountant   Cleared all exams in first attempt (top 1% across ~130k candidates)</b>                            | New Delhi, India |

### ADDITIONAL

#### Tools

- SQL, Python, Databricks, Tableau, PowerBI, Excel, Salesforce, Workday, web-research APIs (Tavily, Parallel)

#### Side Projects

- gpt-researcher skill: an agentic deep-research tool (Claude Code) that fans out web queries and returns cited, current answers; built on pluggable search backends - runs on Tavily today, with Parallel's web API evaluated as a swap-in
- Cadence: a local-first, Whisper-powered desktop app that turns rambling voice memos into clean, structured notes and action items, fully on-device