

DARSH SHAH

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PROFESSIONAL EXPERIENCE (IN ORDER OF RELEVANCE)

Oct 2024 - Present	EPIC GAMES (<i>consumption-priced AI creator tooling</i>) Finance & Strategy GTM Planning, Forecasting, Pricing, AI Tooling - Own forecasting and unit economics for Epic's AI Creator Tools, modeling per-call cost, cache-hit rates, and usage to set launch pricing, protect ~50% gross margin, and remove ~\$25M in annualized margin risk - Run recurring close and quarterly actuals-vs-forecast reviews for Unreal Engine, translating royalty, licensing, and bookings variances into budget reallocations, headcount calls, and leadership course-corrections - Partner across Product, Engineering, and GTM to turn roadmap, usage-threshold, and pricing tradeoffs into launch business cases, making inference cost an operating KPI before commercialization - 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 reusable agent skills - Built schema-aware agent skills that let finance partners self-serve Workday, Salesforce, and Databricks data, cutting manual pulls across 10+ close, forecasting, and reporting workflows	Remote
2021 - 2022	SHARECHAT (<i>Google-backed social platform, 180M MAU</i>) GTM Strategy & Finance, Manager - 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 - Built ShareChat's first 3-month revenue-forecasting and planning cadence - Salesforce schema, approval flow, and reporting outputs - holding monthly revenue within 5% of actuals - Engineered the ads-product financial model that secured a \$10M quarterly performance-marketing budget by establishing LTV/CAC success metrics for profitable scale-up - Led GTM launch strategy for ShareChat's display-ads product with Sales and Marketing, defining target markets and vertical recommendations that enabled \$60M ARR within 6 months - Owned revenue planning for ShareChat's \$255M Series G across self-serve, programmatic, and direct ad sales lines, translating business-unit forecasts into Board and investor materials - Set bulk-inventory discount and pricing recommendations for a closed \$50M+ annual advertising deal, balancing committed spend, ad-yield tradeoffs, and revenue predictability with Sales and Commercial leaders - Ran self-serve B2B ad-funnel A/B tests, cutting drop-off ~35% and lifting monthly sign-ups by 120k+	Bengaluru, India
2023	PASS+ (<i>vertical B2B SaaS platform, 25K users</i>) Chief of Staff MBA Intern 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	Los Angeles, CA
2017 - 2021	RAINSHINE ENTERTAINMENT (<i>media/gaming investment platform</i>) Corporate Development & Finance, Manager - 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, framing tradeoffs for executives - Translated \$75M+ in acquisition and content-IP deals into post-close budgets, synergy targets, and integration plans presented to executives and the board	Mumbai, India

EDUCATION

2022-2024	NORTHWESTERN UNIVERSITY KELLOGG SCHOOL OF MANAGEMENT Master of Business Administration (MBA) Concentrations: Strategy & Finance Dean's List GMAT: 770	Evanston, IL
2013-2017	INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA Chartered Accountant Cleared all exams in first attempt (top 1% across ~130k candidates)	New Delhi, India
2013-2016	NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS MUMBAI UNIVERSITY Bachelor of Commerce (Major in Finance) CGPA: 6.62/7.00	Mumbai, India

ADDITIONAL

Tools

- Excel, Google Sheets, SQL, Python, Databricks, Salesforce, Workday, Tableau, PowerBI, Claude Code, APIs