

DARSH SHAH

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PROFESSIONAL EXPERIENCE

Oct 2024 - Present	EPIC GAMES (<i>Game Dev Tools</i>) Finance & Strategy Game Dev Tools Monetization - Recommended launch pricing and packaging guardrails for Epic's agentic Game Dev Tools, converting usage and cost-to-serve scenarios into unit economics targets for ~50% gross margin and ~\$25M downside-risk mitigation - Sized Unreal Engine's mobile and China opportunity across 38,000 games, converting competitive and market analysis into ~\$15M of capital investment and long-range planning targets - Recommended the final capacity mix for a ~\$20M GCP compute commitment by forecasting instance requirements and reserved-vs-spot tradeoffs for an AI asset-generation launch - Built a real-time usage-and-cost view for a new product with no usage priors, helping Engineering track per-unit profitability and flag usage-curve drift that could require pricing intervention against \$10M+ in cost exposure Agentic Tooling Strategic Finance - Built finance data pipeline with HTML reporting harness, moving Day 1 reporting from PPT decks to live artifacts and cutting reporting lead time from 2+ days to ~1 hour - Led Claude Code enablement for 20+ finance and business users with curriculum, review steps, source checks, and reusable skill libraries so AI-assisted analyses could be verified before use - Built reusable Claude Code workflows with source-system schemas and vetted query patterns for SQL, Databricks, Salesforce, and Workday, helping finance users pull data across 10+ close, forecasting, and reporting workflows	Hybrid
2021 - 2022	SHARECHAT (<i>Google-backed short video platform, 180 million MAU</i>) Strategic Finance Creator Monetization & Revenue Planning - Shaped the business case for ShareChat's live-audio virtual gifting product, tying DAUs, paying users, creator payouts, retention, and contribution margin to feature and investment decisions as monthly GMV grew from ~\$1M to ~\$5M - Built ShareChat's first driver-based revenue forecast, using Salesforce data on CRM pipeline, booked campaigns, and available ad inventory to keep monthly forecasts within 5% of actuals - Set bulk-inventory discount recommendations for a closed \$50M+ annual ad deal, balancing committed spend, yield tradeoffs, and revenue predictability for Sales and Commercial leaders - Owned revenue planning for ShareChat's \$255M Series G across self-serve, programmatic, and direct ad sales, translating business-unit forecasts into board and investor diligence materials	Bengaluru, India
2023	PASS+ (<i>Vertical SaaS platform, 25K users</i>) Chief of Staff 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
2017 - 2021	RAINSHINE ENTERTAINMENT (<i>media/gaming investment platform</i>) Corporate Development & Finance, Manager - Built unit-economics models with LTV, churn, retention, and CAC inputs for a \$1M gaming-as-a-service decision and a \$3M content-platform launch, framing product investment tradeoffs for executives - Automated finance and performance data from 10+ sources into a centralized Python data lake, cutting manual reporting pulls and standardizing the team's source of truth	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
2013-2016	NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS MUMBAI UNIVERSITY Bachelor of Commerce (Finance)	Mumbai, India

ADDITIONAL

Side Projects

- glm-codex-relay: local relay that lets Codex run GLM-5.2 as a bounded worker by translating Responses API requests to Chat Completions and saving trace/review bundles ([GitHub](#))
- Cadence: local-only macOS meeting-notes app with system/mic audio capture, WhisperKit transcription, local summaries, action items, and Markdown export ([GitHub](#))

Certification

- Chartered Accountant (ICAI) | Top 1% across ~130k candidates

Tools

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