

VISHAL VIVEK

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Chennai, IN

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Work Experience

10+ years

Amazon.com, India | *Sr. Program Manager, RBS - Tech*

July '20 – Present

Product Development

- Designed LLM-driven platform to scrutinize Amazon store journeys at scale, lifting shopper conversion by 270 bps (\$9.7 B).
- Led team of 120 to improve shopper experience for WW catalog in 1K categories for 8 Marketplaces, generating \$1.6 B top line uplift. Delivered benchmarking & tech solutions to standardize cross product relationships in ~50 MM products.
- Designed and developed metrics for customer experience quality across 25 parameters for WW catalog with CEO level visibility.

Automation and Productivity

- Designed ML solutions for faster product discovery for IN Shoes & Apparels (5 MM products), improving top line by \$25 MM.
- Delivered automation in 22 BUs improving operⁿ efficiency by 30%. Drove annual BU planning. Conducted 125+ interviews.
- Conceptualised and conducted first internal *Shark Tank*. Drove participation from 831 teams with IN top leadership oversight.

Uber, India | *Ops Manager, Punjab Hub* ⇒ *Sr. Regional Manager, Central Marketplace*

Nov '16 – June '20

P&L Ownership

- P&L responsibility for top 4 India cities with >40% share of India's income, GMV >\$500 MM pa, covering 75K driver partners.
- Scaled India 4W business top line by 1200 bps y-o-y. Delivered 25% top line growth & market leadership for Uber Punjab hub.
- Designed cost controls, rationalized incentives for 5000 bps profitability gains in 6 qtrs. Turned ~10 Tier-2 cities CF positive. Improved profitability by 3x for Chennai, Mumbai and Pune markets, growing market share by 800-1000 bps over competition.

Business Strategy and Growth

- Specialist for India incentive products. Managed payments & incentive products launch in India raising user retention by 8%.
- Effected vehicle supply growth by 7-11% by improving organic business inflow and raised fleet bottomline by 8-10%.
- Developed business case for 'Pool' launch in Tier-2 cities. Introduced new LOBs - *Moto and SUV* - to Uber Punjab Hub.
- Led annual planning in portfolio markets with business leadership. Named '*C-Ops Extra Miler*' for business revival in Mumbai.

Teabox.com (An Accel Partners Company) | *Manager, E-Comm Business*

Apr '15 – Sep '16

Strategic and Growth Management

- Enabled fund raise from *Mr. Ratan Tata* and a \$ 1.2 MM Venture Debt raise. Managed relations with prominent VC funds.
- Led a *team of 15* to deliver 3x GMV growth in 3 quarters. Delivered \$ 125 K ARR with 30% growth in new business lines.
- Designed GTM strategy and operations for innovative products (subscriptions, ultra fresh teabags) with ARR > \$2 MM.

HSBC Professional Services India | *Model Risk Auditor*

May '14 – Mar '15

Statistical Risk Management

- Enabled HSBC US to pass CCAR Stress test for the *first time* in 2015 thereby reducing entity's corporate risk. Performed thorough testing of statistical models for Credit Risk, Swaptions SABR and Operational Risks across US, Canada and Europe.
- Rated in *top 5%* of HSBC staff for contributions to Basel-II IMA compliance and US Federal SR-11/7 notification oversight.

Pre-MBA

Accel Partners | *Summer Analyst*

Apr '13 – May '13

Investment Research

- Developed Investment Thesis for the firm with research and analysis on the SAAS sector and new business models in cross border payments and remittance industry. Identified potential investments for both segments worth \$2 B.

Amazon.com, India | *Software Dev Engineer*

Mar '12 – Jun '12

Scalable Software Development

- Designed cloud solutions to improve space utilization for 40 sites worldwide, improving up-time, reducing costs by \$25 K/year.

Education

MIT-Sloan | *Mastering Design Thinking*

Jul 2022

- Completed online professional course in Design Thinking and implementation for new product development.

IIM-Bangalore | *MBA*

2012 – 2014

- FRM Part-II* cleared, GARP scholarship for Part I. CFA L-2 candidate. Member, Institute of Actuaries, India.
- Multiple business competition awards from BCG, Lodha Group, CK Birla Group, Brigade Group & Cognizant Consulting.
- Team Member, Placement Ops Team - Developed IT systems to facilitate student placements across two batches.

BITS-Pilani | *B. Engg. (Computer Science)*

2007 – 2011

- State Rank - 1* in Std XII Bihar Examinations. Microsoft Campus Ambassador. Institute scholarship recipient for four terms.
- Extreme Blue Intern, IBM Research - Piloted successful models to improve IBM service business competitiveness.

Skills and Interests

- Programming skills in *Python, SQL and VBA*. Drove ETL and data analysis in 2020 Bihar elections for campaign effectiveness.
- Existing code base for specific projects can be reviewed at <https://github.com/a1katraz>.
- Avid traveler. Recognized as a Level 7 reviewer by Google Maps with > 1700 contributions and 4 MM views.
- Fundamental and Technical equity analysis. Equity and derivatives trading enthusiast with a personally managed portfolio.