

EXPERIENCE

VERIZON

Marketing Manager – Pricing Strategy

New Jersey
2016 - 2017

- As the Pricing Lead for Verizon Consumer Wireless, my current role involves overseeing the strategy + execution to ensure that the right consumer sees the right pricing offers/plans in the right markets at the right time, and that Verizon sees reduced churn, increased customer loyalty, and an increase in revenue as a part of such key marketing initiatives.
- Led the CRM campaign for the new Verizon Unlimited Price Plan launch, resulting in additional \$11M in annual revenue.

BUFFER

Growth Team

New York, NY
2016

- Involved in driving Growth and Marketing initiatives. Key areas of focus included: Measuring and forecasting growth, partnerships, measuring ROI on marketing efforts, measuring product/feature usage, establishing conversion funnels, and helping drive SaaS activation/conversion metrics across Buffer's products and customer segments.
- Created in-house training material to help establish a strong data driven culture at Buffer.

ITBIT

Strategy Consultant (Post-MBA Consulting Role)

New York, NY
Summer/Fall 2015

- Developed use-cases related to bitcoin/blockchain technology with a focus on financial services.
- Worked on strategic projects, business development, and revenue generating opportunities.

FUNDERSGUILD (Seed Stage Venture Capital Fund)

Senior Investment Associate

New York, NY
2014 - 2015

- Deal sourcing, managing the deal-flow, supporting portfolio companies, conducting industry research, building valuations, conducting due diligence, making investment recommendations.

OUTBRAIN

MBA Product Management Intern

New York, NY
Summer 2014

- Managed the User Profile/Preferences for Sphere.com, Outbrain's B2C content discovery product.
- Developed the strategy to help Outbrain transition from a product company to a platform company.
- Created product roadmap, specifications, and mockups for Outbrain's Developers Hub.

GOLDMAN SACHS

Senior Associate

NJ/NY
2010 - 2013

- Successfully led multiple initiatives across a globally distributed team for the creation of in-house tools to calculate, store, and report risk and performance metrics.

HAKIA INC

Product Manager

New York, NY
2008 - 2010

- Managed and shipped multiple search engine products. Responsibilities included creating product roadmap, conducting market/competitive/customer research, and defining/monitoring KPIs.

Software Engineer

2006 - 2008

- Early member of the startup team, involved in creating commercially viable search products. Created core search, chat bots, and text summarization products.

ACADEMICS

NEW YORK UNIVERSITY - Leonard N. Stern School of Business

Master of Business Administration

New York, NY
2013 - 2015

Honors: Dean's List – 2015 for Full-Time MBA Students

Activities: Entrepreneurs Exchange (EEX), Stern PE/VC Club (SPEC), Stern Technology Club (EMTA)

NEW YORK UNIVERSITY - Courant Institute of Mathematical Sciences

Masters in Computer Science

New York, NY
2005 - 2007

SARDAR PATEL UNIVERSITY

Bachelor of Engineering, Computer Engineering

Gujarat, India
2000 - 2004

ADDITIONAL

- Founder of Getputs, a personalized social news recommendation engine for discovering news
- Papers: www.vatsals.com/Essays/MachineLearningTechniquesforStockPrediction.pdf
- Interests: Cricket, Reading/Researching technology, startups, venture capital, investing, and history
- Blog: <http://www.medium.com/@vatsals>