

## **EXPERIENCE**

### **VERIZON**

#### **Marketing Manager**

New Jersey  
2016 - 2017

- As the Pricing Lead for Verizon Wireless, my current role involves overseeing the strategy + execution + reporting to ensure that 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 \$12M 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 (Investment Management Division - Technology)**

NJ/NY  
2010 - 2013

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

### **HAKIA INC**

#### **Technical 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**

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