

**PROFESSIONAL EXPERIENCE**

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**RAPIDCLAIMS | Head of Product and Growth**

USA+India / Apr '24 – present

*Automating Revenue cycle management for US based healthcare providers through Generative AI based medical coding***Product***Scaled the medical coding AI product to improve accuracy (Straight to Bill %) by 200% and coverage to 30+ specialties*

- Led the E2E **product life cycle** of Reinforcement Learning from Human Feedback to improve AI accuracy by 18%
- Led the design and **development of a graph-based RAG system** to improve AI coverage across 30+ specialties
- Developed RPA based automation and a LLM workflow to constantly update RCM guidelines of different payors

**GTM+Sales***Led the transformation of outbound sales to generate 10 qualified meetings per week through a mix of email, LinkedIn, calling*

- Designed and built the healthcare RCM universe database with 200K accounts and 1.2M relevant decision maker contacts
- Automated personalized email, LinkedIn and calling outreach through sales and informative campaigns
- Developed a executed conference strategy to maximize the ROI through a mix of regional and national conferences

✓ *Part of the team that raised Series-A from leading healthcare venture capital investors in less than 12 months from Seed funding***PACHIRA | CEO (Co-founder)**

India / Dec '21 – Nov'23

*Low code platform for growth teams of consumer tech companies to implement gamification and rewards in the user journey***Product + Sales***Scaled the product to serve ~1M end users at 99.9% availability*

- Achieved an **ARR of \$60K** within three months from launch
- Led the E2E **product life cycle** of the **customer dashboard, Landing page and third-party integration suite**
- **Automated sales process** and content strategy using **gen-AI** reaching **~400 touchpoints/week** across email and LinkedIn
- **Designed and developed** the **A/B testing framework** and the **analytics module**

✓ *Raised Pre-seed round of funding from Entrepreneurship First – London based early stage VC***RUPEEK | Product head – Pricing**

India / Dec '19 – Dec'21

*Led the design and development of the dynamic pricing model for gold loan based on customer risk & behavioral analytics***Pricing model revamp***Led E2E pricing revamp, from user research and segmentation to design, execution and launch ensuring seamless implementation*

- Drove a **22% revenue uplift through 15% improvement in yield** and **6% increase** in loan tenor
- Identified **4 key customer segments** in the gold loan market through extensive user interviews and advanced analytics
- Managed **cross-functional requirements** for pricing and **developed A/B testing framework** to measure revenue impact

✓ *Established **new to gold loan users as a key customer segment** and aided in formalizing 5-year product strategy***Gold credit line – New product development***Led a team of 3 external consultants to arrive at a capital efficient financial structure for gold loan product*

- Designed the financial product to deliver a **10x improvement in ROE** with 30% reduction in GST outflow
- Interfaced with **regulator, external legal firm, internal compliance departments** to arrive at the right product formulation
- Created the **tech product roadmap** for implementing the product by Q3 2021

**MCKINSEY & COMPANY | Management Consultant**

India / Aug '18 – Nov '19

*Part of 2 digital transformations, 1 advanced analytics implementation, 4 internal strategy documents and 2 client proposals***Digital transformation – Product management – Global markets division, leading public sector bank***Created and executed the product strategy for providing forex services through electronic channels in agile methodology*

- Re-designed product strategy to deliver revenue impact of **3800 Cr p.a. with a CAGR of 20%** over the next 5 years
- Designed and implemented the forex platform prioritizing features through **rapid user research and client workshops**
- Implemented **analytics driven pricing strategy** on platforms - *FxRetail, FxAll* capturing consumer surplus of 130 Cr
- Interfaced with **compliance, risk, legal** and **information security** teams to enable release in **85% of the budgeted time**

✓ *Counselled clients at MD level on the 3-year road map for the division. Appreciated by leadership for the entrepreneurial spirit***Advanced analytics – Growth strategy – SME banking division, global bank***Managed a team of business analyst and a data scientist to implement ML based lead generation model for Working capital loans*

- Realized **additional revenue of ~200 Cr p.a.** through 20% increase in lead conversion rate per relationship manager
- Designed and implemented ML model for identifying new leads through **value-chain analytics–1<sup>st</sup> of its kind in Mckinsey**

**Irregular Settlement Flow – Program Trading Desk**

Led E2E effort of implementing the trading engine for irregular settlement of equities (T+1, T+4,...) trading upto

- Developed a robust engine trading ~ \$100 Mn per day generating an **annual revenue of \$15 Mn p.a.** in 2016-17

**Block-Pricer – International Shares Desk**

Re-modeled the framework of the legacy pricer on excel to implement a data-driven logic for pricing block trades

- Achieved **pricing improvement** of **~20%/trade** avoiding > 80% toxic trades based on back testing
- ✓ **Fast track promotion to Associate from analyst with in 2 years of service (cycle time - 3 years)**

**EDUCATION**

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**INDIAN SCHOOL OF BUSINESS, HYDERABAD | MBA, Finance & marketing**

2017-18

- **ISB merit list CO'18** awarded for exemplary academic performance
- Part of 5-member action team headed by **Prof. Krishnamurthy Subramanian, Chief economic advisor, India** to recommend structural changes to **improve corporate governance practices in India**

**INDIAN INSTITUTE OF TECHNOLOGY, GUWAHATI | B.Tech, Computer science & engineering**

2009-13

- Winners of HP-ON DEMAND machine learning hackathon; **Sentiment analysis-based stock picker**
- 2<sup>nd</sup> runner up Yodlee Interactive HackaFin; **Financial manager for startups**

**EXTRACURRICULARS**

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- **Mountain climbing:** Summited Kala patthar (18,540 ft.) as a part of Everest base camp trek
- **Paragliding:** Certified paraglider; Completed 150 minutes of flight time
- **Filmography:** Acted in 3 regional movies as a supporting role (2 [Telugu](#), 1 Kannada)
- **Theatrics:** Acted, directed in 10+ plays as a part of theatrics club, IIT Guwahati
- **Academic interests:** Blockchain, gen-AI, quantum computing, advanced physics