

ATHARVA SAXENA



Dear [Hiring Manager's Name],

I am writing to express my deep enthusiasm for joining your esteemed organization and contributing my diverse expertise and transformative leadership to your team. With a dynamic career that spans the realms of digital services, fintech, and technology, I bring a distinctive blend of strategic vision, innovative thinking, and impactful leadership to every challenge.

My track record speaks to my profound understanding of optimizing revenue streams, formulating data-driven insights, and fostering strategic partnerships that drive elevated business outcomes. I have a proven knack for pioneering innovative digital solutions, propelling exponential revenue growth, and orchestrating successful acquisitions, all while harnessing the power of cross-functional collaboration to bring visionary initiatives to fruition.

My aptitude in blockchain leadership and network governance further accentuates my commitment to staying at the forefront of cutting-edge technologies. I am poised and eager to channel this diverse skill set to invigorate innovation, drive operational excellence, and fuel sustained growth within your organization.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to your team in greater detail.

Atharva Saxena

CONTACTS

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ATHARVA SAXENA



PROFILE SUMMARY

With a dynamic career spanning digital services, fintech, and technology, I bring a distinctive blend of strategic vision, innovative thinking, and transformative leadership to every Endeavor. My expertise lies in optimizing revenue streams, formulating data-driven insights, and fostering strategic partnerships that elevate business outcomes. Whether pioneering innovative digital solutions, driving exponential revenue growth, or spearheading successful acquisitions, I have consistently leveraged cross-functional collaboration to bring visionary initiatives to life.

WORK EXPERIENCE

February 2019 – Present | Zain Group Digital Services Manager

Key Responsibilities and Achievements

- Digital Strategy Development:** Spearheaded the formulation and execution of the company's digital strategy, aligning with business objectives and market trends.
- Customer Experience Enhancement:** Led initiatives to optimize digital touchpoints and channels, resulting in a significant improvement in customer engagement and satisfaction.
- Innovative Product Launches:** Successfully conceptualized, developed, and launched innovative digital products and services that catered to evolving customer needs.
- Collaboration and Stakeholder Management:** Fostered strong relationships with internal and external stakeholders, including vendors, partners, and regulatory bodies. Collaborated closely with cross-functional teams to ensure alignment and effective execution of digital projects.
- Data-Driven Decision Making:** Utilized data analytics and insights to make informed decisions about product development, user experience enhancements, and marketing strategies. Regularly analyzed KPIs and performance metrics to assess the effectiveness of digital initiatives.
- Team Leadership and Development:** Managed and mentored a high-performing team of digital professionals, fostering a culture of continuous learning, innovation, and collaboration. Provided guidance and support to team members to achieve their career growth goals.

CRITICAL IMPACT RENDERED

Product Management Leadership for Dizlee API Program

- Profitable API Monetization:** Orchestrated the successful monetization of SMS, Operator Billing, and Advertising APIs, generating substantial revenue streams from previously untapped resources.
- Expanding Program Reach:** Demonstrated exceptional leadership by expanding the Dizlee program's coverage from 3 to 7 countries within a remarkably short span of 2 years.

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SIGNATURE SKILLS

- Revenue Optimization
- Program Expansion
- Strategic Partnerships
- Stakeholder Management
- Innovation and Industry Recognition
- Blockchain Leadership
- Network Governance
- Innovation and Visionary Leadership
- Monetization Strategies
- User-Centric Approach
- Data-Driven Insights
- Performance Assessment

CERTIFICATIONS

- Financial and Quantitative Modelling for Analysts | University of Pennsylvania
- Social Media Marketing | North-western University
- Blockchain Fundamentals | University of Buffalo

ACADEMICS

- MBA – Marketing Strategy | IIM Indore
- B Tech - Electronics and Communication Engineering | NIT Nagpur

- **Strategic Partner Collaborations:** Nurtured and managed relationships with 21 regional and international service providers, strategically aligning alliances with consumer demand and industry trends.
- **Exponential Revenue Growth:** Spearheaded a remarkable growth trajectory, elevating monthly gross revenues from a modest ~\$1 million (April 2019) to an impressive >\$5 million (December 2022).
- **Innovative Digital Identity Project:** Pioneered the execution of the Middle East's first Digital Identity project, elevating Zain Group's reputation as a trailblazer in digital transformation across Kuwait and Iraq.

Strategic Acquisition of Playhera MENA

- **Strategic Investment Management:** Led the successful acquisition of Playhera MENA, a significant \$8 million project, showcasing adept strategic planning and contributing to Zain Group's portfolio diversification.

Blockchain Leadership with Hedera Hashgraph

- **Blockchain Authority:** Held the distinguished role of Zain Group's authorized signatory for the Hedera Governing Council, entrusted with signing transactions on the world-renowned Hedera Hashgraph proof-of-stake blockchain network.

June 2015 – February 2019 | Vodafone India Ltd

Key Responsibilities and Accomplishments

- **Monetization Strategies:** Formulated effective monetization strategies for diverse mobile assets, including applications, content, and user interfaces. Transformed these assets into lucrative revenue streams.
- **Partnership Development:** Cultivated and nurtured relationships with advertising partners and industry stakeholders, fostering alliances that extended Vodafone's advertising reach and bolstered revenue opportunities.
- **Data-Driven Insights:** Leveraged data analytics to derive insights into user preferences and behaviours, enabling tailored advertising strategies for more impactful and targeted campaigns.
- **Leadership Excellence:** Led a dynamic team, cultivating a collaborative and innovative atmosphere. Provided mentorship, empowering team members to achieve enhanced productivity and professional growth.
- **Cross-Functional Synergy:** Collaborated seamlessly with cross-functional teams, including marketing, sales, and product development. Ensured alignment of advertising strategies with broader organizational objectives.

CRITICAL IMPACT RENDERED

June 2017 - February 2019 | Manager, Mobile Advertising and Asset Monetization

- **Strategic Management of \$4M Mobile Advertising and API Portfolio:** Skillfully directed the management of a substantial \$4 million portfolio, orchestrating sophisticated mobile advertising and API monetization strategies. Resulted in optimized revenue streams and elevated portfolio performance.
- **Exemplary YoY Growth Achievement: 180% Surge in FY '18:** Spearheaded an exceptional growth trajectory, delivering an impressive 180% year-on-year growth in the fiscal year '18. Demonstrated adept leadership and strategic acumen in driving revenue expansion.
- **Empowerment of 150+ Account Managers in B2B Mobile Advertising:** Guided and empowered a dynamic team of over 150 account managers throughout India, imparting expert knowledge and sales prowess in the B2B mobile advertising landscape. Maintained sustained engagement and skill elevation under my leadership.
- **Ground-breaking Disaster Relief Solution: 12,000+ Lives Saved in Kerala:** Pioneered an innovative disaster management solution leveraging telecom-based location tracking. Instrumental in the rescue and preservation of over 12,000 lives during the Kerala floods.

June 2016 - May 2017 | Deputy Manager, Vodafone M-Pesa (Fintech)

- **Visionary Strategy for Vodafone India Payments Bank:** Formulated a comprehensive long-term strategy and business plan for the Vodafone India Payments Bank, which was subsequently integrated into the Aditya Birla Idea Payments Bank. This visionary approach laid the groundwork for successful business alignment and growth.
- **Strategic Partnership Cultivation:** Collaborated effectively with insurance providers, payment gateways, and data analytics firms to identify and establish strategic partnerships crucial for enhancing the M-Pesa wallet business. These partnerships facilitated expansion and innovation in the fintech landscape.
- **Driving Merchant Acquisition Strategy:** Spearheaded the strategic direction for merchant acquisition within the M-Pesa ecosystem. Successfully executed this strategy, resulting in the acquisition of over 1 million online and offline merchants nationwide within a remarkably short span of 1 year.

June 2015 - May 2016 | Management Trainee — Vodafone Business Services

- **Successful Implementation of Startup Program for Hyderabad:** Executed Vodafone India's startup program in Hyderabad, demonstrating exceptional project management skills and resulting in the acquisition of more than 30 startups within a span of just 6 months. This initiative significantly contributed to the expansion of Vodafone's startup ecosystem.
- **Strategic Partnership with T-Hub, a Government-Backed Incubator:** Negotiated and formalized a long-term partnership Memorandum of Understanding (MoU) with T-Hub, one of India's largest government-backed incubators. This strategic alliance facilitated collaboration between Vodafone Business Services and T-Hub, fostering innovation and supporting startup growth.

June 2012 – June 2013 | Oracle India Ltd Application Engineer

During my tenure as an Applications Developer at Oracle India Ltd, I contributed to the design and deployment of critical components within Oracle's Fusion Applications Suite, showcasing my technical expertise and collaborative skills.

- Played a pivotal role in designing the dashboard for Oracle's Fusion Applications Suite's Budget Management Tool. Leveraged my technical proficiency to create an intuitive and effective dashboard that enhanced the user experience.

Efficient Coordination of Multi-Location Deployments

- Demonstrated strong project management and communication skills by successfully coordinating multiple deployments with Oracle Fusion Financials development teams across India, the USA, and China. This ensured smooth cross-border collaboration and timely delivery of projects.