

Dhruv Shricharan

Founders' Office Growth Analyst

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PROFESSIONAL SUMMARY

Founders' Office Growth Analyst who builds the systems a growing company runs on, then operates them. Owned the full B2B sales cycle from cold outbound to contract close, rolled out company-wide operating cadence and governance, and shipped data and AI products now used across 28 client accounts. Pairs two years of decision science for Mars Inc. with hands-on execution in a founder-led environment: structuring ambiguous problems, driving cross-functional programs to delivery, and turning metrics into decisions.

CORE COMPETENCIES

Program Management | Cross-Functional Execution | Business Strategy | Go-to-Market and B2B Sales | Financial Modelling and P&L | Data Analytics and Dashboards | Process Design and Automation | Stakeholder Management | Executive Reporting | Product Management (PRDs) | AI Product Development

PROFESSIONAL EXPERIENCE

Founders' Office Growth Analyst

Digital Advantage Media | Bangalore, India | Oct 2025 - Present

- **Full-Cycle B2B Sales:** Built and ran the outbound engine using Apollo, AmpleLeads and BetterContact. Launched email campaigns (ZAP Mail, Sending.ac) at 1,000+ prospects per day, achieving a 5% positive reply rate and converting leads to paying clients. Handled cold calls and nurtured leads through the CRM across the full pipeline.
- **Deal Negotiation and Contracting:** Led LinkedIn Sales Navigator outreach via the founders' profiles, securing deals worth over Rs. 5 lakh per month in recurring revenue (MRR). Drafted client contracts and negotiated deals through to close.
- **Strategic Repositioning:** Repositioned the company from a digital marketing agency to a strategic growth partner. Built productised offerings for Real Estate and Hospitality, launching conversion rate optimisation (CRO) via conversational AI (WhatsApp and website chatbots) and SEO/GEO services.
- **Performance Analytics Platform:** Designed and shipped a nightly cloud data pipeline joining Meta Ads and Google Ads spend with client CRM lead outcomes for 28 client accounts. Powers a leadership triage view, client dashboards, threshold-based insights, one-click monthly client reports (21 clients, figures reconciled 58/58 against raw data) and overnight Slack anomaly alerts. Cut nightly build time by about 40% with identical output.
- **AI Creative Studio:** Wrote the product requirements document (PRD) and shipped an internal generative AI studio unifying 7 image and video models behind Google SSO, role-based access, upfront cost estimates, budget controls and asset approvals, plus a UGC video ad workflow. Ran live QA across all models that caught two production bugs before rollout.
- **Financial Modelling:** Built a centralised P&L dashboard in BigQuery and Looker Studio tracking actuals vs. forecast, opex ratios and revenue streams. Identified cost-sink areas to target 10%+ cost optimisation and moved leadership reporting from monthly to weekly.
- **Operational Excellence:** Led the company-wide transition to Asana with automated task assignment, due-date logic and Slack/email notifications, removing silos between creative, ads and account management teams. Built project and assignee workload dashboards for resource rebalancing.
- **Product Engineering:** Built a social media planning tool (Supabase, Vercel) that replaced Slack and WhatsApp approval chains with a 6-stage tracked workflow and automated Meta API posting to Instagram and Facebook.
- **People and Client Experience:** Built a leave management tool with managerial approval and payroll built in; launched an NPS program with 72-hour detractor follow-up.

Decision Scientist

Mu Sigma (Contractor at Mars Inc.) | Bangalore, India | Jul 2023 - Oct 2025

- Built and maintained Power BI dashboards for Material Requirement Planning, inventory visibility (Magpie) and long-term demand forecasting, delivering insights to supply planners across Asia, Australia and Europe.
- Optimised PySpark pipelines in Databricks (1-hour runtime reduction) and enhanced the SQL Server backend of the customer-order management system, rolled out across Serbia and Croatia.

- Reduced MTTR by 30% through proactive discrepancy resolution and integrated 3 new global markets into the reporting ecosystem. Authored BRDs, FRDs and user stories to align cross-functional teams.

Machine Learning Intern

Tata Consultancy Services (TCS) | 2022

- Built predictive maintenance models using Python (LSTM), improving accuracy by 15%. Presented client-facing insight decks to drive model adoption.

Research Intern

NASSCOM Centre of Excellence for Data Science | 2021

- Researched 500+ AI and data science start-ups for EdTech trend analysis; supported Xperience AI industry-startup collaboration events.

SKILLS

Growth and Sales: Apollo, LinkedIn Sales Navigator, ZAP Mail, Sending.ac, Cold Calling, CRM Management, Contract Drafting, Deal Negotiation, ICP Frameworks

Operations and Automation: Asana, Zapier, Zoho People, Slack Integrations, NPS Programs, Onboarding Design

Data and Analytics: SQL, Python, pandas, PySpark, Databricks, BigQuery, Looker Studio, Power BI, Financial Modelling, Demand Forecasting

Engineering and AI: Next.js, React, PostgreSQL, Supabase, Vercel, GitHub Actions, Meta Ads API, Google Ads API, LLM APIs (Claude, Gemini), AI-Assisted Development

EDUCATION

Bachelor of Engineering, Information Engineering | The Chinese University of Hong Kong

ISC (Class 12) | St. Joseph's Boys' High School, Bangalore

INTERESTS

Tennis (club and university-level winner) | Basketball (captained university team to a championship) | Travelled to 15+ countries | Poker and card magic