

EXPERIENCE**VERIZON**

New York/New Jersey

Strategy Manager (*Business Development & Strategic Planning*)

2018 - Present

- Part of the core strategy group, responsible for proposing, analyzing, prioritizing, and driving key mid/long term strategic initiatives for the Consumer Wireless Division.
- Developed wide-ranging analysis, business cases, and presentations by synthesizing internal and external data to support existing businesses as well as new initiatives.
- Recent projects: Competitive Insights & Benchmarking, Pricing War Gaming, Market Sizing, 5G Strategy, eSIM, Venture Capital Investment Trends Analysis.
- Delivered segmentation strategies and investment recommendations to Executive Leadership structured to generate \$120M in annual incremental revenue.
- Selected for and participated in Verizon's Emerging Leaders Development Program.

Marketing Manager – Pricing

2016 - 2018

- Pricing and CRM lead for Verizon's Postpaid Wireless Consumer base (~88M Subscriber Lines)
- Propose, prioritize, and drive proactive/reactive pricing campaigns to ensure the right consumer segments see the right pricing offers/plans in the right markets via appropriate channels at the right time, and that Verizon sees reduced churn and increased revenue.
- Key responsibilities: Analyzing internal/external factors (competitive offerings, churn, revenue, customer segments, network capacity, customer feedback) to identify opportunities and gaps in the portfolio, business case creation, targeting/segmentation, collaborating with Finance/Operations teams to drive campaign execution, and measuring performance to recommend next steps.
- Generated \$20M in additional annual revenue by accelerating customer migrations from metered to Unlimited price plans.

MBA Internships/Startup Roles

New York, NY

BUFFER – Growth Team

2016

- Involved in driving Growth and Marketing initiatives. Key areas of focus included: Measuring and forecasting growth, partnerships, measuring ROI, and establishing conversion funnels.

ITBIT - Strategy Consultant (*Post-MBA Consulting Role*)

Summer/Fall 2015

- Developed use-cases related to bitcoin/blockchain technology with a focus on financial services.

FUNDERSGUILD – Senior Investment Associate (*Seed Stage Venture Capital Fund*)

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

Summer 2014

- Managed User Profile/Preferences for Sphere.com, Outbrain's B2C content discovery product.
- Created product roadmap, specifications, and mockups for Outbrain's Developers Hub.

GOLDMAN SACHS

New York/New Jersey

Senior Associate (*Investment Management Division*)

2010 – 2013

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

HAKIA INC

New York, NY

Software Engineer/Product Manager

2006 - 2010

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

ACADEMICS**Master of Business Administration**

New York, NY

NEW YORK UNIVERSITY - Leonard N. Stern School of Business

2013 - 2015

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

Masters in Computer Science

New York, NY

NEW YORK UNIVERSITY - Courant Institute of Mathematical Sciences

2005 - 2007

Bachelor of Engineering, Computer Engineering

Gujarat, India

SARDAR PATEL UNIVERSITY

2000 - 2004

ADDITIONAL

- Skills: Excel Modeling, PowerPoint Presentations, SQL, Tableau, Python
- Interests: Cricket, Reading/Researching technology, startups, venture capital, investing, and history
- Online Presence: www.vatsals.com | Blog: www.medium.com/@vatsals