

# Aishwarya Mehta

## Strategic Consultant | Business Development Specialist

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## Summary

Dynamic and results-oriented professional with extensive experience in product development and strategic consulting within diverse sectors. Proven ability to spearhead innovative product launches and drive significant revenue growth through actionable market insights and customer engagement strategies. Skilled in cross-functional collaboration, stakeholder management, and transforming visionary concepts into successful operational frameworks. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise, leading to success.

## Experience

### Founder's Office Consultant – Strategic Partnerships – 05/2025 to Present

#### Arohan Solutions (L&D), Remotely

- Architect and refine core marketing collateral and capability assets to sharpen brand positioning, enhance value proposition clarity, and drive competitive differentiation within the L&D sector.
- Proactively identify, qualify, and develop a robust pipeline of high-potential partnership opportunities aligned with Arohan's strategic expansion priorities in the talent development landscape.
- Structure complex, fast-moving strategic initiatives for the Founder, implementing frameworks that enhance decision velocity and focus resources on critical growth bets.
- Translate founder vision into actionable roadmaps, ensuring seamless cross-functional execution and accountability for high-impact projects central to organizational objectives.
- Synthesize complex strategic insights into clear, compelling communications for internal and external stakeholders, fostering alignment and buy-in across key initiatives.
- Spearhead critical process improvements within the Founder's Office, enhancing efficiency, knowledge management, and the overall cadence of strategic operations.

### Business & Product Strategist, Consultant (Learning Solutions) – 11/2023 to Present

#### Remotely

- Spearhead end-to-end development and launch of novel learning solutions, integrating creator IP, audience-centric design, and strategic pricing frameworks to achieve rapid market traction.
- Lead comprehensive go-to-market execution, including audience segmentation research, conversion-optimized landing pages, multi-channel content funnels, and scalable backend operations, generating ~₹10 lakhs in launch revenue (organic + inorganic).
- Leverage 100 voice-of-customer data points (Instagram, DMs, webinars) to refine product messaging, value propositions, and sales narratives, directly enhancing conversion rates and revenue performance.
- Drive end-to-end development and go-to-market for a high-ticket offering, achieving ~₹3 lakhs in revenue exclusively through organic channels within the launch phase.
- Provide strategic product and growth counsel to prominent industry figures aligning solutions with their audience ecosystems.
- Translate market insights into viable business models, overseeing product ideation, validation, pricing, and scalable monetization pathways for learning IP.

### Project Manager – International Human Resources and Projects – 05/2023 to 09/2023

#### D. E. Shaw India, India

- Directed end-to-end sourcing execution for specialized PhD hiring initiatives supporting DE Shaw's New York office, ensuring precise alignment with stakeholder requirements during peak-volume talent acquisition cycles.
- Managed daily performance and priority allocation for a 10-member sourcing team, dynamically optimizing resource deployment to achieve critical project milestones within accelerated timelines.

- Synthesized DEI analytics and operational performance metrics into executive-level briefings, enabling evidence-based strategic decisions for senior leadership across global hiring programs.
- Instituted rigorous project management frameworks to streamline cross-border collaboration, risk mitigation, and deliverable tracking for complex international workforce initiatives.

### Senior People Operations Analyst – 11/2021 to 03/2023

#### McKinsey & Company, India

- Spearheaded firm-wide adherence to regulatory standards and internal policies for McKinsey India's Consulting Office, implementing proactive monitoring frameworks that drove 50% improvement in compliance metrics across critical workforce functions.
- Orchestrated Asia-wide adoption of a next-generation scheduling platform as a certified AsiaX Coach, designing tailored training protocols and performance dashboards that reduced process latency by 40%.
- Partnered with AsiaX leadership to re-engineer end-to-end candidate lifecycle management, integrating stakeholder alignment, process digitization, and analytics-driven workflows, accelerating hiring closures while institutionalizing global best practices.

### Associate – Talent Acquisition – 07/2019 to 03/2021

#### Accolite Digital India (Now: Bounteous), India

- Engineered end-to-end early-career talent pipelines across 100+ universities, deploying targeted sourcing frameworks and stakeholder alignment strategies that exceeded annual hiring targets by 50% in offer acceptance volume.
- Synthesized recruitment funnel analytics into executive briefings that recalibrated offer/negotiation protocols, while co-designing onboarding-integrated learning pathways with BU heads to reduce early-stage attrition by 18% through predictive candidate experience modeling.

## Education

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### Bachelor of Arts in Psychology – Honor List – CGPA: 7.85/10 – 07/2016 to 06/2019

Jesus & Mary College, University of Delhi, India

**Dissertation:** "Understanding Lived Experiences of Women with Polycystic Ovarian Syndrome" (Grade Point: 10/10)

## Volunteer Work & Leadership

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- **Vice President** – Association of Psychology – Jesus & Mary College
- **Editor-in-Chief** – Impressions – Student Magazine
- **Social Work Volunteer** – HelpAge India & Earth Saviors Foundation

## Honors & Awards

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- **Sunit Saral Award** for Best Student in the Department of Psychology

## Skills & Expertise

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|--------------------------|--------------------------|
| • Product Development    | • Project Management     |
| • Market Research        | • Performance Metrics    |
| • Go-to-Market Strategy  | • Revenue Generation     |
| • Data Analysis          | • Brand Positioning      |
| • Strategic Planning     | • Community Management   |
| • Stakeholder Engagement | • Training & Development |
| • Process Improvement    | • Trello, Asana          |
| • Team Leadership        | • Slack                  |
| • Business Development   | • Canva                  |
| • Customer Insights      | • Microsoft Office Suite |

## Languages

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**Hindi:** Native | **English:** Advanced | **French:** Beginner | **Arabic:** Beginner