

TUSHAR CHOUDHARI

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An engineering professional with seven years of experience. I have demonstrated my expertise in the field of product management and understanding the needs of individual users.

EDUCATION

Macquarie Graduate School of Management
Master of Business Administration Major in Finance and General Management

Sydney, AU
Jun 2018 – May 2020

- Completed MBA with distinction
- Finalist of Moody's Econ Challenge

University College of Engineering
Bachelor of Technology in Civil Engineering

Kota, India
Aug 2007 – May 2011

- Head of GA committee

EXPERIENCE

Medequip Healthcare Solutions LLP
Business Head Ecommerce

Bangalore, India
Mar 2021 - Present

- Led the development of a new E-Commerce platform for Home Healthcare products from 0 to 1. Along with the E-commerce platform I have rolled out a Service Portal for the in-house Service team and a Lab booking portal in 10 months.
- Identified percentage user drop at different stages of user flow using Google analytics and introduced new features such as "blogs" and adding relevant product info on the product page to improve the engagement. We improved the average time spent by a user on the website by 266%.
- Conducted A/B testing to gauge the impact of the "Pay at the time of delivery" feature, which improved the conversion rate by 30%
- Designed and implemented order handling and delivery process. We have handled more than 1000 orders in a span of 8 months.
- Prepared the product road map as per the inputs received from the top management. I rolled out the products and features as per the roadmap.
- Performed market analysis to finalize the selling price on the platform and identify potential new products. Provided insight for more than 20 new products.
- Tracked the performance of marketing campaigns across all digital marketing platforms. Worked with digital marketers and developers to improve the performance of landing pages, which reduced the bounce rate by 28%
- Led a team of 3 full-time employees and 5 contractors, and formed strong relationships with stakeholders

Oligopticon
System Manager

Sydney, Australia
Aug 2020 – Mar 2021

- Finalized various software platforms required for retargeting and creating a unified view of a user. I prepared a detailed comparative sheet to select the best-suited platform, potentially saving AUD 100,000 per year.
- Worked with developers and UX designers to finalize the user flow on the website.
- Performed market analysis to shortlist the platform which has functionalities to run Giveaways and lotteries to save time on product development. We were able to cut down the development time by 2 months.
- Designed and conducted a giveaway for an NGO for Dogs to test the MVP
- Finalized data privacy portal based on the GDPR and Australian Privacy Policy requirements

Turner & Townsend
Assistant Cost Manager

Mumbai, India
Aug 2016 – Jun 2018

- Prepared budget and cost estimates for real estate projects worth more than INR 800 Cr. and presented them to the client.
- Analyzed the cost impact of various construction activities before finalizing the construction methodology. I have considered the time component also in cost impact calculation
- Conducted analysis of construction cost to identify cost leakages. I highlighted discrepancies in payment terms and actual payment made, which reduced the advance payment by INR 3 Cr.
- Handled claim negotiation with the contractor's team. Concluded negotiations in the pre stipulated time and reduced the claimed amount by INR 1 Cr.
- Performed cost-benefit analysis of various projects and construction activities based on extensive market research.

Cushman & Wakefield
Assistant Project Manager

Mumbai, India
Apr 2015 – Aug 2016

- Managed the design development phase of a real estate project. Conducted weekly progress meetings to keep all stakeholders updated
- Conducted financial and technical due diligence of bids received and reduced the project cost by 12%
- Successfully concluded vendor and contract finalization within 2 months due to which we could start construction activities 1 month before the stipulated start date.

JMC Projects (India)
Assistant Manager Project

Karnal, India
Apr 2014 – Apr 2015

- Prepared zero and rolling budgets for the project
- Presented budget vs actuals to the Business Unit Head every quarter
- Tracked the financial performance of the project against the baseline.

Hyundai Engineering and Construction
Junior Planning Engineer

Kota, India
Sep 2011 – Jun 2012

- Updated annual budget as per the construction schedule and calculate depreciation of the machinery for the budget
- Tracked the financial and physical progress of the project
- Calculated the construction quantity of the cable-stayed bridge.

EXPERTISE AND INTERESTS

- **Skills:** Google Analytics, Excel, Power Point, A/B Testing and Experimentation and Leadership Experience