

# Harsh Raj Kumar

MBA – Faculty of Management Studies (FMS), Delhi

B.E – Mechanical Engineering, BIT, Bangalore

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Accomplished Strategy Professional with a proven track record of solving complex business problems. Offers over a decade of experience in evolving innovative solutions, collaborating with multiple stakeholders

## Key Skills

- Business Strategy
- Structured Thinking
- Stakeholder Alignment
- Product Analytics
- Strategic Partnerships
- Process Optimization
- Product Innovation
- Startup Growth
- Negotiation
- Problem Solving
- Product Sense
- Strategic Review

## Work Experience

**Upraised CAP** **Product Management** **Sep 2022–Present**

- PRD on [Dunzo Daily](#) – increasing Repeat Customer to achieve the right Product Market Fit

**National Capital Region Transport Corporation** **Sr.DGM – Transit Oriented Development** **Sep 2019 –Present**

- **Problem Solving** – Achieving Financial Sustainability for Rail Transit System by leading initiative related to Transit Oriented Development (Real Estate Portfolio of over 2.5 Mn Sq ft in NCR) and Non-Fare Revenue Initiatives (35% of initial revenue ). Responsibilities includes developing a procurement strategy , evaluating various proposal from developers including warehouses , commercial , retail and residential
- **Leading Cross Functional Team** manage Strategic Consultants (BCG, Auctus, EY) to create financial sustainability impact through Outsourced O&M ,Passenger Journey Mapping and Fare Fixation Strategy.
- **Developed Product Vision and Strategy for New Technology Implementation** under UCCRTF (Urban Climate Change Resilience Trust Fund) Technical Assistance in coordination with Asian Development Bank – Deploying grant of 2.8 Mn USD for technological innovations including BIM / VR Lab , Contactless Passenger Frisking & Distributed Acoustic Sensors.

**KPMG Advisory Services Pvt Ltd (KASPL)** **Manager – Strategy and Operations** **July 2016 –Sep 2019**

- **Product Roadmap and Planning - National Logistics Portal** – Business Feasibility , Product vision and Value Propositions for developing a marketplace which integrates Logistic Services– under **Logistics Division ,Department of Commerce**
- **Product Strategy - Saudi Post Transformation Project** – Worked closely with the client in KSA for over 4 Months and reviewed the business strategy, undertook external market analysis to identified key gaps & revised the operating plan
- **Process Optimization - Road and Transport Authority, Dubai** – Worked with RTA for over 3 months and developed **Cost Benefit Analysis Framework** to priorities Infrastructure Projects
- **Operational Optimization for CONCOR/Indian Railways** - Network Optimization study to reduce the Empty Running Ratio for Indian Railways to improve revenues and reduce operating cost

**L&T Metro Rail Hyderabad Ltd (LTMRLH)** **EA to Head Railway Systems** **July 2013 –July 2016**

- Responsibility of Project Execution as well as Business Development involving reach outs to several banking, telecom, energy and transportation industry senior executives; **managing a team of 2-3 with P&L responsibility**
- Formulate **Fare revenue maximization strategy** with the experts from Keolis,(a subsidiary of French Railways) with initiatives regarding **Last mile connectivity** and **Fare integration products**.
- Finalization of **Annual O&M Budget** figures taking into account the broad macroeconomic scenarios and Project status

**Perfect Pincode (An PE Investee Startup)** **AVP- Strategy** **Feb 2012 – May 2013**

- Envisaged the Business plan with CEO and presented to the PE Investment Team to get the Series A funding.
- Developed the revenue models for real estate brokerage firm which aspired to be the first “Buyer’s Representative”- resulting in revenues of **2.3 Cr** in 1st year with a **burn of 10Cr**
- **Product Management** : Managed the life cycle of CRM which was first of its kind in real estate – leading to improved marketing ROI.(minimum average of 10X Month on Month)

**Futures First** **Derivative Trader** **Nov 2010 – Feb 2012**

- **Credit Spread Trader**, trading the yield spread between Two year German Bonds ,Schatz and Euribor

**Yes Bank** **Manager** **May2010 –Nov 2010**

- Reporting to the COO, working on special projects to improve the operation al efficiency of the organization . Undertook projects in Treasury operations , Microfinance operation launch , Retail Liabilities and Anti Money Laundering

**Mahindra & Mahindra** **Asst. Manager (Projects)** **Aug 2006 –Apr 2008**

- Strategized activities to ensure that SOP deadlines were met for “Xylo” launch
- Was amongst **4 GETs from a batch of 350** to be given an Integrated Design and Manufacturing Assignment.

## Awards and Achievements

- **39th St Gallen Symposium, Switzerland** - Was amongst 8 Indians selected to attend the symposium. Wrote an essay titled “**The Ten Commandments**”, propagating strategies that would help companies to be successful during an economic downturn.
- 2nd Runner up for Project X(Designing land Rover) at Tech Fest Shastra, IIT,Chennai
- Shortlisted, **O.P.Jindal Scholarship**,1<sup>st</sup> and 2<sup>nd</sup> Year of MBA based on Academic Performance (**Top 2 Percentile**)