

# ANKUSH KOCHHAR

Driving Successful Operations in Tech Businesses

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## ABOUT ME

Masters qualified engineer with an MBA and 8+ years of global experience at the cusp of business and technology.

## STRENGTHS

### Team Player who Gets Things Done

While I'm always eager to take on bigger pieces of the pie, I value the strength of team and know how and when to delegate to play to my team's strong suits in order to get results.

### Treat the Disease, Not the Symptoms

I like to think of myself as a problem-solver, but I actively avoid temporary fixes and 'band-aids'. Instead, I believe in systemically finding lasting and replicable solutions. I am a big fan of setting up SoPs and don the hat of 'SoP caretaker' in my current role.

### Hawk-Eye for Detail

The Devil is said to be in the details, and I miss none. I believe that accurate planning and forecasting with a tight hand on time-management mitigates any slip-ups and allows seamless implementation. Strategy is nothing if not implemented well.

## EDUCATION

### MBA

IIM Bangalore, 2019-20

### MS (Electrical & Computer Engg)

Carnegie Mellon University, 2011-13

### BE (Electronics & Comm Engg)

NSIT, Delhi University 2006-10

## PUBLICATIONS

### "Naukri.com- The Business of Internet in India"

Harvard Business Review, Feb '22

### "Using Scan Diagnosis to Characterize DFM Rule Performance"

IEEE International Test Conference, California, Nov'12

## CAREER HIGHLIGHTS

### ASSOCIATE DIRECTOR, SHIPROCKET

Dec'21 Present

- Spearheaded suite of tech products, leading design, product-market fit evaluations, user testing, and **GTM strategy** and product adoption. Ramped up suite of 5 products to **\$300K in MRR** within 6 months.
- Managed at scale, largest cohort of **50K active clients** on Shiprocket platform contributing **9% of shipping business and 24% of gross profits**
- Built client retention strategies focused on stickiness. Tightened 'band-aid' retention cashbacks by **66% in 8 months**, with no drop in retention
- Acted as Chief of Staff to COO, devising strategy and overseeing implementation of various strategic initiatives and measuring their efficacy using apt metrics to lead company towards **EBITDA positivity**

### OPERATIONS MANAGER, SENRA TECH

Jun'20 Dec'21

- Handled entire Network Operations team, overseeing planning and deployment of IoT network and project delivery, owning Ops P&L
- Set up LoRa<sup>®</sup> network in **30+ smart cities** with >99% availability
- Successfully planned and executed SLA backed 5-year project with municipal corporation of a major city covering **10,000 gas sensors** using 18 LoRa<sup>®</sup> gateways. Ensured delivery with 100% SLA compliance. Project led to revenue of **Rs 1 crore** and follow up projects for new use cases
- Prepared and enforced company's strategy shift from proactive deployments to project-based ones, reusing hardware and infrastructure, and formulating creative agreements with service providers and partners. **Reduced operational expenses by 21%**
- Demonstrated adept stakeholder management, liaising with OEMs, vendors, government, and regulatory bodies to supervise tasks like deployment, procurement, licensing, and new technology adoption
- Participated in working groups with industry and government bodies like Telecom Engineering Centre to formulate policy and standardize protocols for machine-to-machine communication for Smart Cities and Industry 4.0

### HARDWARE ENGINEER, CISCO SYSTEMS

Mar'13 May'19

- Managed engineering team to design load-balancing algorithm to balance on-chip traffic; chip deployed by India's largest mobile operator
- Created comprehensive product test strategy for multiple chips; Executed this multi-owner strategy, successfully partnering with 30+ module owners to ensure robust testing. Eliminated issues detrimental to chip functioning and found critical bugs avoiding **\$1M chip re-spin**
- Conducted QA of telecom networking chipset involving new on-chip memory lookup technology for fastest networking switch at the time. Ensured time to market of Cisco's largest and densest switch leading to **new business win of \$20M** in its first year

### ANALYST, BAIN & COMPANY

Jun'10 Jul'11

- Carried out due diligence on 9 potential acquisition targets for \$55B healthcare firm. Efforts led to acquisition of recommended target
- Devised bottom-line enhancement strategy through cost reduction for one of the largest multi-brand department store chains in US. Helped consolidate BUs and operations by reducing number of SKUs by 33%