

# PIYUSH MURALEEDHARAN

New York City, NY | +1 646 886 5400 | [piyush.muraleedharan@stern.nyu.edu](mailto:piyush.muraleedharan@stern.nyu.edu) | [linkedin.com/in/piyushmurallee](https://www.linkedin.com/in/piyushmurallee) | [github.com/PiyushM101](https://github.com/PiyushM101)

## EDUCATION

### NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

#### Master of Business Administration

May 2027

*Specializations in Artificial Intelligence (AI), Tech Product Management, and Strategy*

- Recipient, Professor Kathleen DeRose Faculty Scholarship (full tuition, merit-based)
- MBA Consultant for GTM strategy at Republic, a fintech platform merging private market assets with latest Web3 technologies
- Co-President (2026-27); AVP of Treks (2025-26) at Stern Technology Association (STA)
- Member: FinTech Association, South Asian Business Association, Games & E-Sports Association, Stern Adventures

### INDIAN INSTITUTE OF TECHNOLOGY (IIT) KHARAGPUR

Kharagpur, India

#### Bachelor of Technology in Civil Engineering with a minor in Economics

May 2020

## EXPERIENCE

### ONEPAY (US-based FinTech backed by Walmart on a mission to create one app for all things money)

Bangalore, India

#### Product Analyst for Credit Products

July 2024 - April 2025

- Headed Product Analytics to shape roadmap of Credit Score and Builder features in collaboration with Product, Marketing, and Engineering. Deployed tiered KPIs and dashboards to align leadership around vision and outcomes
- Diagnosed and resolved payment flow failures via user interviews. Rolled out UX fixes that cut churn from 11% to 4% per cycle
- Deployed iterative A/B tests on onboarding and incentive systems, driving 21% lift in user activation over 8 months

### REVOLUT (World's 3rd most valuable pvt FinTech company (\$75B), operating in 35+ countries)

Bangalore, India

#### Strategy and Operations Manager for Analytics - Mid, India CEO's Office

August 2023 - July 2024

- Led end-to-end deployment of RBI-compliant analytics infrastructure for India market launch, localizing data systems and enabling operational readiness across 12+ engineering teams
- Drove cross-functional execution across 50+ stakeholders (EU, LatAm, and Singapore), aligning on phased rollout of localized tech stack under regulatory constraints
- Built and operationalized KPI frameworks for a 40-member India team, translating leadership goals into trackable metrics
- Established an onboarding and deployment playbook for India analytics team. Mentored 2 analysts to accelerate team ramp-up

#### Strategy and Operations Manager for Analytics - Junior, India CEO's Office

September 2022 - July 2023

- Designed and implemented an analytics framework with 8 functional leads. Secured C-Suite buy-in for full India business rollout
- Built and deployed a Python solution mapping 30K+ table dependencies, enabling phased migrations that cut backlog by 60%

### FLIPKART (India's leading e-commerce platform with ~ \$8.3B in annual revenue & 150M+ active users)

Bangalore, India

#### Assistant Manager, Customer Relationship Management (CRM)

February 2022 - September 2022

- Drove large-scale deployment of CRM campaign strategies for push notifications, enhancing user engagement and driving a 70% channel traffic increase in 4 months. Coordinated with category and design teams to align campaigns to user needs
- Executed GTM rollout for Pay Day sales, exclusive launches & early access campaigns. Generated \$19M in incremental revenue
- Re-designed and deployed behavior-based user segments for recurring campaigns. Generated \$2M in incremental annual revenue

#### Assistant Category Manager for Food Nutrition and Healthcare (FNH)

July 2020 - February 2022

- Achieved a \$183M (197%) YoY growth in revenue, along with a profitability improvement of 6% through onboarding and scaling of better profit margin products, and strategic pricing in partnership with a team of 10+ Key Accounts Managers
- Collaborated with cross-functional team to gain market share in healthcare portfolio during COVID-19 pandemic through strategic focus on Mask, OTC, and vitamin verticals; additional annual revenue of ~ \$127M post-COVID revenue spikes
- Trained 8 recruits on pricing strategy, value offer constructs, and demand planning principles for the category
- Built and deployed live sales and profitability dashboard for 3,000+ SKUs. Solution was adopted across all 13 FMCG categories

## PROJECTS

- Deployed a production-ready expense-splitting app in under 2 weeks using Cursor + Claude (Next.js, Supabase, Vercel, Tailwind)
- Deployed an AI agent delivering personalized daily news briefs via WhatsApp using Claude and Twilio
- Built a personalized AI-powered job board that crawls LinkedIn, Indeed, and Glassdoor via Apify MCP integrations
- Prototyped an AI meeting note-taker with Slack and Jira integrations and ran user feedback sessions to validate core features

## ADDITIONAL INFORMATION

- **Technical skills:** Languages: Python, SQL | Tools: Github, JIRA, Cursor, Confluence, Databricks, Power BI, Excel, Google Suite
- **Interests:** Certified Scuba diver, Chess (peak ELO rating:1641), Avid Soccer fan (Força Barca!), Board games (Pro Catan player)
- STEM OPT eligible (36 months U.S. work authorization post-graduation)