

AKASH GHOSH, MBA

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FOUNDATIONAL GTM LEADER | OPERATIONAL OPTIMIZER | WORKFLOW ARCHITECT

Olin MBA Candidate (GMAT 760) and Technopreneur with proven track record of building "Banyan Tree" organizations—prioritizing deep operational roots to support expansive, high-impact growth. A specialist in turning chaos into structure, architects' scalable business models and automated workflows that provide both immediate revenue "shelter" and long-term market resilience. Dedicated to fostering organizational cultures that are as structured and productive as they are durable, ensuring teams have the foundational systems needed to scale sustainably.

Successfully scaled ventures to \$1.3M+ in annual revenue, raised \$1M in angel capital, and led cross-functional teams of 100+. Expert in "blitz-scaling" through the design of in-house CRMs and GTM playbooks that drive 30,000+ monthly user acquisitions at near-zero

EDUCATION

Master of Business Administration (MBA), Washington University, Olin Business School, St. Louis, MO May 2026
Marketing & Strategy Concentration | GMAT: 760 (Top 1%) | Full Dean's Scholar | Member, Olin Strategy & Consulting Association

Bachelor of Technology, Mechanical Engineering, Manipal University, Jaipur, India June 2020
President, The Aero-modelling Club of Manipal University
Achievements: "Tea with the President" honorary mention; Represented West India in Nationals with DRDO India

AREAS OF EXPERTISE

Strategy & GTM: International Market Entry (U.S. & India) | GTM Playbook Development | Blitz-scaling | Competitor Benchmarking | Pricing & Monetization Strategy

Operations & Workflow: Workflow Architecture | Operational Optimization | Process Engineering | CRM & LMS Integration | Turning Chaos into Structure | Scalable Infrastructure

Revenue & Growth: P&L Management | Capital Raising (\$1M+) | User Acquisition (Zero-CAC) | Market Sizing | Lead Generation | Revenue & Cash Flow Optimization

Leadership & Management: Cross-functional Team Leadership (100+ members) | Agile Project Management | Stakeholder Relations (VC/Angel Investors) | Product Road mapping | Mentorship

Analytics & Tools: Data-Driven Decision Making | Quantitative Analysis | GMAT 760 (Top 1%) | Market Research | Customer Segmentation

Languages: English | Hindi | Bengali | Tamil | Kannada

EXPERIENCE

FUNDED VENTURES – MIDWAY ELECTRIC, St. Louis, MO March 2026 – May 2026

Market Strategy & Operations Intern

- Orchestrated competitor benchmarking and division relaunch strategies for residential and commercial security service packages.
- Engineered pricing models and service structures for high-tech offerings, including intrusion monitoring and video surveillance.

TRUECALLER, Stockholm, Sweden (Remote USA) May 2025 – July 2025

International GTM Strategist

- Architected the "Truecaller US Playbook 2026," a comprehensive strategic roadmap adopted by executive leadership for North American expansion.
- Synthesized market entry data, focusing on premium feature segmentation and local positioning to differentiate from US competitors.
- Executed targeted outreach strategies for high-priority segments (diaspora, tradespeople, tech-savvy users), leading to product modifications reflected in national press releases.

ELEWAYTE, Bangalore, India

April 2022 – May 2024

Co-Founder & Product Lead

- Capitalized on market research to secure \$1M in angel funding, directly influencing the product roadmap and operational efficiency.
- Pioneered an in-house CRM integrated with Learning Management Systems (LMS), resulting in a 15% increase in sales via optimized customer engagement.
- Scaled user acquisition to 30K monthly users at zero CAC by implementing data-driven growth tactics and market sizing analyses.
- Launched a global recruitment model that increased average candidate wages by 30% and generated \$1.4M in recurring annual revenue.

VERZEO, Bangalore, India

January 2020 – February 2022

Associate Vice President, Business Development (*October 2020 – February 2022*)

- Galvanized a 110-person cross-functional team to achieve \$1.3M in annual revenue, representing a 230% increase in growth.
- Optimized organizational productivity by engineering a comprehensive workflow that reduced man-hours by 30% and boosted efficiency by 35%.
- Spearheaded geo-centric GTM strategies to capture post-COVID demand, contributing to \$4.5M in annualized cash flow growth.

Assistant Manager, Business Development (January 2020 – September 2020)

- Surpassed sales targets for seven consecutive months, independently generating \$9,000/month (12% of total company sales).
- Mentored and led a high-performing sales team of 5, contributing to eight consecutive months of top-tier performance.

ADDITIONAL ACTIVITIES & INTERESTS

Activities: Spearheaded "Air Run Event/Show" (2018–2020); Cross-country cycling across South India.

Interests: Blitz-scaling Businesses, Socio-Economic Tech Development, Building & Flying Powered Model Aircraft.