

Ashvatth Verma

Summary

Core skill: Getting things done. Love building businesses and passionate about creating exceptional customer experiences. Have an all in or nothing approach towards work and life.

Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
B.Sc. Physical Sciences	St. Stephens College, DU, New Delhi	2012-2015
XII, CBSE	Modern School, Barakhamba Road, New Delhi	2010
X, CBSE	Modern School, Barakhamba Road, New Delhi	2012

Work Experience

Building in Stealth, Mumbai

Donning multiple hats

May '24-Present

- With India sitting on the cusp of a silver wave, am currently building in the geriatric care domain in Mumbai
- Currently in the process of launching the MVP of the core product
- Taking on every possible role that comes with building a fledgling startup

Urban Company, Gurgaon

(8Years, 6 Months)

AVP, Business Development

October '15-May '23

- Joined UC as a fresher in the capacity of a Business Development Associate for Operations in 2015.
- Scaled through 5 fast tracked promotions to become AVP for Business Development
- Managed P&L of ~\$3Mn ARR, with a team of 17 team members across India. Responsible for the growth of tier 2 and tier 3 cities in India for the Salon at Home vertical. Moved our overall customer NPS scores by 10p.p. YoY (to 60%+), against a business volume growth of 20% and a revenue growth of 30% by identifying key changes across partner onboarding, training, service assortment and operating models for 50 cities across India with a base of 1mn users.
- Worked closely with the growth team to identify levers and improve our Salon at Home's brand health track scores markedly for our growth cities markets within the space of 2 quarters. User consideration scores improved by 43% while rejection scores came down commensurately by 35%.
- Lead the charge on revamping the playbook on our operating model that lead to an improvement of 20% in user retention and a 50% improvement on our partner utilization. This has lead to an increase of 17% on revenues along with an improvement of 15 p.p in our customer NPS.
- Responsible for scaling Salon Nails and Hair Services for Women through 2020 and 2021 as a category across our top 15 markets from scratch and achieving an ARR of ~\$1Mn within its first year of operations. Built the playbook across selection, offering, training, and supply sourcing to ensure that we operate at an NPS of 50+ across both categories. These categories now contribute ~2.5Mn to UCs topline.
- Launched UCs foray into tier 2 markets for our Mens Grooming, Massage for Men and Spa for Women services in 2019, scaling these categories to 15% of overall volumes contribution and 23% of revenue contributions for these markets, while maintaining an NPS of 70+, adding ~\$1.5mn to UCs overall topline
- Responsible for scaling Bangalores Salon at Home business by 120% YoY on revenues between 2017-2018 and moving UC from 5th in terms of market share to 1st within the same timespan.

Additional Certifications

- IIM Ahmedabad (BPGP Batch of 2026)
 - Batch Representative, Student Council
- Modern School, Barakhamba Road (PCM with Eco) Batch of 2012
 - Captain, Modern School Aquatics Team (2012)
 - National Level Swimmer, Squash and Water Polo Player (2009-2012)
- St. Stephens College, Delhi University, B.Sc. (Physical Sciences) (Comp Sc) Batch of 2015
 - Secretary General, The Planning Forum (2014-2015)
 - Member, The Shakespeare Society (2013-2015)
 - National Level Swimmer and Water Polo Player (2012-2014)

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