

Satyabrat Kar

Summary		
Strategic and analytical operations leader with 6+ years of experience across high-growth marketplaces (Amazon, Urban Company, noon). Proven track record in scaling business units (up to 4x), launching new markets, and optimizing P&L. Currently an MBA candidate at IIM Ahmedabad, specializing in Strategy and Decision Sciences to leverage data-driven modelling for operational excellence and supply-demand optimization.		
Qualification	Institute	Year
MBA (pursuing)	Indian Institute of Management, Ahmedabad	2024-2026
B. Tech (Mechanical Engineering)	SRM Institute of Science and Technology, Kanchipuram	2018
XII, CBSE	City International School, Pune	2014
X, CBSE	Kendriya Vidyalaya, Range Hills Estate, Pune	2012
Work Experience		(5 Years 11 Months)
Noon eCommerce India Pvt. Ltd., Gurugram		(10 Months)
Manager- Account Management		April '25- Present
Roles and Responsibilities -		
- Scaled category revenue 135%+ in First 100 days, growing GMV from AED 3.5M/month to AED 9M/month with YoY growth of 2.5 X in 2025. - Activated Ads management Assets through self-serve and paid ads account management for key accounts to improve category ROAS from 2.5% to 12% - Lead P&L, pricing, vendor growth, and GTM across Exercise, Fitness, Outdoor & Water Sports and Sports Technology. Onboarded 150 brands, including Decathlon, Puma, Cressi, and scaled selection from 25K → 150K SKUs. - Repriced 25K+ SKUs, improving pricing hygiene, Buy Box wins, and unit conversions.		
Amazon Development Centre India Pvt Ltd., Bengaluru		(31 Months)
Vendor Consultant		August '22-March '25
Roles and Responsibilities -		
- Owned overall P&L, Category and Competitor benchmarking, long-term account growth plans and worked to deliver 18.95% YoY growth with an average profitability of 47.8%. - Owned promotions and funding for category deal calendar and strategy for creating deals and owned end to end deal management and delivered USD 1.07 billion in Deal ordered product sales improving by 101% YoY.		
Urban Compnay Ltd., Bengaluru		(7 Months)
Category Manager		April '21-November '21
Roles and Responsibilities -		
- Owning analytical projects to solve different types of business problems and enable onboarding of service professionals in the category. - Launched Men's Grooming in Bhubaneswar, Patna, Jamshedpur and Ranchi. - Launched Women's Hair Services in Kolkata, Hyderabad, Jaipur and Pune.		
Jindal Steel and Power Ltd., Angul		(24 Months)
Assistant Manager		April'19-April '21
Roles and Responsibilities -		
- Spearheaded the procurement of raw materials and engineering spares for major steel plant operations, managing a diverse portfolio of vendors to ensure a 100% material availability rate while maintaining stringent quality standards. - Executed data-driven negotiation strategies and total cost of ownership (TCO) analysis, resulting in a measurable reduction in procurement spend and streamlining the "Procure-to-Pay" (P2P) cycle through the effective use of SAP/ERP systems.		
Awards and Recognitions		
Awards: ISIE Future Award in Electric Solar Vehicle Championship' 2017. Publications: <i>Experimental and finite element analysis on machining of Ti6Al4V using dual layer coated carbide inserts</i>, IOP Conference Series: Materials Science and Engineering, Aug 1, 2018		
Additional Certifications		
Excel Skills for Business- Advanced	- From Macquaire University, Issued Sep-2024, Credential ID: FOSIVZ3GIBZQ	2025
Lean Six Sigma-Green Belt	- ASCB(E) - Accreditation Service for Certifying Bodies (Europe) Ltd - ASCB(E) - Accreditation Service for Certifying Bodies (Europe) Ltd, Issued Jul 2018 Credential ID: P7868-8175-B04	2018