

ASHVATTH VERMA

ashvatth.1994@gmail.com | +91-9873460032 | <https://www.linkedin.com/in/ashvatthverma/>

Professional Experience

Urban Company

New Delhi, India

AVP, Business Development

Oct 2015-Present

- Joined UC as a fresher in the capacity of a Business Development Associate for Operations in 2015. Scaled through 6 fast tracked promotions to become AVP for Business Development
- **Currently managing a 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, against a business volume growth of 10% and a revenue growth of 15% by identifying key changes across partner onboarding, training, service assortment and operating levers for 45 cities across India on 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%.
- **Identified and executed levers that lead to an improvement of 20% in user retention and a 50% improvement on our partner utilization YoY. This came on the back of an improvement of 15 p.p in our customer NPS within our pilot cities**, setting up the playbooks for scale.
- Responsible for scaling **Salon Nails and Hair Services for Women** through 2020 and 2021 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.**
- 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 60+, adding ~\$1.5mn to UCs overall topline
- Responsible for scaling UC Bangalore's Salon at Home business by 5.7x in terms of volumes and 6x in terms of revenues between 2017-2019, moving UC from 5th in terms of market share to 1st within the same timeframe. Customer NPS improved by 8p.p. and partner utilizations went up by 1.8x.
- Responsible for launching and establishing PMF for 10 categories across 8 cities (pre monetization) for Urban Company between 2015-2017.

Finance Trainee, ITC Limited

June '14 - July '14

Marketing Intern, Bennet Coleman and Co.

June '13 – July '13

Education

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)