

YASH HARSHAJIT SHETH

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master Of Business Administration Candidate, Double Major in AI and Operations (STEM-eligible)

Philadelphia, PA

Aug 2025 – May 2027

- **Honors:** GMAT 760 (99th Percentile), Joseph Wharton fellow (50% tuition waiver)
- **Building with AI:** Launched Compass AI, providing behavioral recommendations via time-spend analytics for Wharton students
- **Clubs:** Technology, AI and Analytics, General Management, Outdoors, Roadrunners, Storytellers, Rangoli

INDIAN INSTITUTE OF TECHNOLOGY, DELHI

Bachelors and Masters in Chemical Engineering, Minor in Business Management, GPA 9.1

New Delhi, India

Aug 2016 – May 2021

- **Technical Projects:** Programmed solvers on Python to solve coupled fluid and energy transport equations in process simulations
- **Clubs:** Board for Student Publications (General Secretary), Quiz Club (Quizmaster), Literary Club

EXPERIENCE

SLIQ PAY | *Payments technology firm making cross-border transactions instant and fully digital*

San Francisco, CA

Pre-MBA Product and GTM Strategy Consultant

Mar 2025 – Aug 2025

- Developed go-to-market strategy and digital product roadmap for SaaS payments technology provider; interfaced with 60+ B2B and 20+ B2C personas to identify commercial partnership models and acquisition channels for scaling product by \$1B ARR
- Boosted user retention via A/B testing on in-app payments flow (auto-fill vs manual fields, one-click payments, CTA position); authored PRD for validated features and partnered with engineering for execution, improving payment success rate by 10%

THE BOSTON CONSULTING GROUP PVT LTD

Consultant (2024-25), Associate (2021-24) | *Rated top 5% of 600 employees, Best Consultant '24*

Mumbai, India

Aug 2021 – Mar 2025

Product Strategy, Development and Digital Transformation

- Launched new home loan application for \$200M bank by leading IT integration, compliance, usability testing; reduced input fields from 200+ to 30 and integrated online interviewing, e-KYC features in-app, reducing disbursement time by ~80% (from 30+ to 5 days)
- Analyzed 15GB of customer data and trained ML classification model using Python to predict loan default risk for deployment of automated loan sanctioning product at \$1B lender; led 8 analysts and engineers for rollout, boosting loan volumes by 25%
- Conceptualized appliances product by conducting 80+ user interviews and collaborating with product marketing and engineering to define requirements and ramp-up; introduced industry-first voice and remote-control features, growing market share by 9%
- Built portfolio roadmap introducing 10+ petfood products for \$50B global petcare client, launching new health features to cater to unmet user needs identified via conjoint analyses over 20K+ users, driving 1% yearly adoption growth, \$10M in revenue
- Delivered 12+ executive dashboards and supply management tools for \$1B+ retail client, leading the full product lifecycle: user research, prioritization, design, testing, and rollout; enhanced visibility on inventory KPIs driving 7% reduction in operating costs

Go-to-Market Strategy (GTM) & Category Management

- Planned and executed digital sales strategy for \$10B retail major by analyzing user purchase journey and decision drivers for 5 customer personas; differentiated product assortment, placement, and promotions by customer persona, adding \$80M in revenues
- Designed and executed customer loyalty program to build brand stickiness, allocating incentives using transaction data of 20K+ retailers and conducting 30+ market immersions to understand pain-points; revived sales growth by 5% after 2 stagnant years
- Formulated jewelry retail business launch strategy for \$30B midstream diamonds conglomerate, defining market opportunity, target customers, brand positioning, and jewelry preferences; launched and scaled business to \$30M ARR in 3 months
- Managed team of 25+ to lead performance of \$50M personal care category; developed strategic business plan and redirected above-the-line budgets into in-store activations and grassroots campaigns, boosting retailer engagement and sell-through by 40%

Data Analysis and Data-Driven Decision Making

- Engineered internal pricing intelligence tool by coordinating with BCG's data analytics and client sales arms providing live visibility on pricing of hotel chains in UAE; analytics-backed insights informed \$100M hotel branding and redevelopment strategy
- Advised Dubai government on \$2.4B investment plan to upgrade mobility infrastructure by assessing resident personas and mapping user experience to uncover segment-specific travel needs; proposed mobility strategy adding ~\$5B to Dubai's economy
- Spearheaded \$50M investment case for new oncology facility by evaluating market potential for 10+ drug candidates; formulated financial case integrating 150+ variables to model breakeven and revenue generation; pitched and converted 10+ anchor customers

ADDITIONAL INFORMATION

- **Technical Skills:** R, SQL, Python, n8n, Cursor, Alteryx, Tableau, JavaScript, C++, Figma, Advanced Excel, MATLAB
- **Bioinformatics Project:** Analyzed effects of mRNA on cholesterol deposits through ROC curves on cardiovascular datasets
- **Community Leadership:** Promoted schooling for 200+ underprivileged kids through remedial instruction in Maths and Science
- **Interests:** PADI Open Water (6+ dives), Trekking (Member, IndiaHikes), Electronic Keyboard (Trinity College Grade 5 certified)