

# Tanay Tewar

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## EDUCATION

**Texas A&M University, Mays Business School**

*Master of Business Administration*

College Station, Texas

2024-2026

**Gujarat Technological University**

*Bachelor of Engineering in Information Technology*

Gujarat, India

2016 - 2020

## EXPERIENCE

**Laavaan**

*Product and Growth Consultant*

San Jose, California

March 2023 – June 2024

- Provided consulting to execute freemium go-to-market strategy and product-led Growth, resulting in 22% decrease in time to market
- Developed pricing strategy using Value-Based Pricing, to increased previously predicted earnings by 37%
- Implemented Thomas-Kilmann model for conflict resolution, reducing average resolution time by 31%, in turn leading to better decision making and team bonding
- Created innovative solutions for over 200 users by actively contributing to product development initiatives, resulting in 4 successful feature launches to improve customer experience

**Xoxoday**

*Product Manager*

Bengaluru, India

March 2022 – November 2022

- Led cross-functional collaboration across 7 teams to drive product development, using Agile Scrum Methodologies
- Formulated innovative B2B SaaS solutions, by leveraging machine learning to implement dynamic customer segmentation to increase sales by 14%
- Streamlined training by setting up a Learning Management System (LMS) to achieve a 77% reduction in knowledge transfer times for new employees
- Presented monthly product performance reports and to CXOs, VPs and Directors, during in-person meetings
- Supported team members by sharing best practices and resources, boosting productivity by 25%

**KMK Consulting**

*Consulting Product Manager*

Morristown, New Jersey

November 2019 – March 2022

- Led B2B SaaS and consulting initiatives, driving a 10% revenue growth through strategic enhancements and by decoding user needs with stakeholders
- Executed 3 successful product launches reducing time for analysis of over 270 million records of sales data by 87% and boosting sales by 30%, also enabling the client to take more informed, data driven decisions
- Actively contributed to knowledge-sharing sessions that empowered team members to enhance their skills, resulting in a more capable and versatile workforce

## LEADERSHIP

**ManPragna Charitable Trust**

*Co-Founder*

Vadodara, Gujarat

May 2018 - Current

- Positively impacted 100+ children, by partnering with other NGOs, to feed and clothe orphaned children

**Rang Daivat**

*Theatre Director and Artist*

Gujarat, India

January 2014 – November 2019

- Performed 11+ different plays across 7 different states in India, generating 43% profit
- Directed 3 plays, working with 34 team members and a budget of INR 250,000, and generated INR 655,000 of revenue

## SKILLS

**Skills:** Consulting, Strategy Planning, Product Management, Project Management, Growth Strategy, Client Management, Analytics, Problem Solving, Analytical Thinking, Critical Thinking, Adaptability, Teamwork, Communication, Leadership, Excel, PowerPoint

**Certifications:** IBM - Data Analysis Specialization, University of Michigan – Influencing People

**Work Authorization:** Green card holder - Permanent Resident with Work Authorization (do not need sponsorship)