

# APOORV SHARMA

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Strategist, builder, and design-thinker with 6+ years of turning ambiguity into structure at Fortune 500 giants and growth-startups alike. I've built research-led innovation systems, reimagined go-to-market strategies, scaled global teams, and driven high impact outcomes. I'm passionate about solving problems at the intersection of business and technology through operational efficiency, data-driven decision making and a bias for action.

## EXPERIENCE

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### TARGET CORPORATION INDIA PVT. LTD.

(4 years, 2020-24)

#### Marketing Researcher | Associate Product Manager

Bengaluru

*Fortune 500 retail giant with 400,000+ employees and \$100Bn+ annual revenue. Worked at the intersection of enterprise tech, digital innovation, and user research & helped institutionalize insights as a critical lever in product and business decisions, driving business impact across both customer-facing and internal platforms*

- Managed 6-member team as Associate PM; **led 8 biweekly sprints to develop a pricing intelligence product**. This **improved pricing signal coverage by 22.1% and impacted US\$4Bn in pricing decisions**, accelerating time-to-insight for competitive pricing
- Led **60+ research initiatives informing product and strategy** decisions across omni-channel commerce, user-experience, loyalty, data and business transformation by leveraging deep **expertise in qualitative and quantitative research techniques** such as Interviews, Diary Studies, Usability Tests, Surveys, A/B Tests among others
- Delivered strategic **insights on next-generation technologies** by leading studies on Voice-powered e-commerce, AR virtual try-on technologies, and Biometric Authentication in addition to supporting **technology and business roadmaps for strategic initiatives** such as brand partnerships with Apple, Target's Digital Remodel, Loyalty, & Curbside Pickup pilot during COVID
- Partnered with senior leadership to **shape go-to-market and product feature pitches in excess of US\$500Mn** potential and **saved a feature that contributed US\$1.02Bn** in Demand Sales from getting axed during portfolio re-evaluation
- **Facilitated cross-functional Design Thinking workshops**, enabling senior leaders and teams to unlock problem statements, generate solution hypotheses, and prioritize MVPs with clarity and speed

### VMOCK INDIA PVT. LTD.

(2 years, 2015-17)

#### Business Analyst

Gurugram

*AI-powered career-tech platform used by top-tier global universities. In a fast-growing startup environment, worked directly with the Founder-CEO and wore multiple hats across GTM strategy, product operations, and marketing*

- **Led Product Development of Sales CRM software**, which **improved pipeline velocity by 10%** and reduced critical incidents to zero
- Directly supported Founder-CEO in key growth initiatives across product, sales, and marketing, **leading to a 233% increase in deal closures** over 16 months
- Built and **scaled international sales teams 4X in headcount** across India, the US, and Europe. This included developing playbooks, onboarding processes, and owning all ancillary sales pipeline processes, along with creation of prospect database of 1,800+ institutional leads
- Revamped the brand's external positioning; led programs of website redesign, blog re-launch and social content marketing. Campaigns boosted **engagement by 3X and improved conversion** across key touchpoints
- **Represented VMock at the MBA CSEA Conference in Singapore**, pitching the platform to global decision-makers and engaging in strategic dialogues on career innovation

## INTERNSHIPS

**Pidilite India Ltd. | Mumbai & Surat (2019):** *Dominant player in India's adhesives & chemicals industry, holding approximately 70% market share with flagship brand Fevicol*

- Designed and validated market strategy for boosting fabric glue sales in garment manufacturing. Conducted 200+ field interviews and collaborated across internal R&D, sales, and e-commerce teams

**MakeMyTrip (India) Pvt. Ltd. | Gurugram (2014):** *India's largest online travel agency, commanding over 50% of the domestic online travel market*

- Delivered 22 strategic research projects supporting multiple lines of business, leveraging mixed-methods research and business intelligence

## CERTIFICATIONS & TRAININGS

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- **IBM Enterprise Design Thinking Practitioner®:** Certification for a strong foundation in IBM's user-centered design approach, highlighting skills in collaboration, iterative problem-solving, and creating meaningful, user-focused solutions
- **Target Product Fellowship:** 6-month hands-on training in full tech product lifecycle and cross-functional leadership
- **Silicon Valley Product Group® - Empowered® & Transformed®:** Private Workshops by Chris Jones with focusing on Empowered Product Management culture and transitions into a Product Operating Model

## PROJECTS & AWARDS

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### Finalist, Target CodeRED Hackathon & Incubatee @ Target Accelerator (2022-23)

- Beat 100+ teams by building a concept of shared shopping experiences that allowed users to shop with family and friends using shared profiles as part of Hackathon. This was later **selected by the Target Accelerator** for 6 months Incubator program and trained to build and deliver a functional prototype of features including shared lists, carts, message boards and a smart cart-substitution wizard

### 'Most Innovative Idea' - DU Innovation Project (2014)

- Project SSCB-202 (Health Insurance Scheme for Domestic Workers: Public Private Partnership Project) was awarded "Most Innovative Idea" at Antardhwani, DU & **received Rs. 3,00,000 (~US\$4900) funding from Delhi Government.** Team did extensive ground research including interviews with potential beneficiaries, healthcare institutions, actuaries and developed an improvement over existing social insurance schemes in India and proposed a PPP model

## SKILLS

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- User Research & Discovery: Moderated & Unmoderated Usability Testing, Interviews, Focus Groups, Surveys
- Analysis: A/B Testing, SQL, Google Analytics, Quantitative Analysis Techniques
- Product Management: Agile - Scrum, Wireframing & Prototyping, Design Thinking & Workshop Facilitation
- Marketing, Design and Web: Sales & Business Development, HTML, CSS & WordPress, Graphics Design
- Strategy: Market Analysis, GTM, Change Management, Technology Roadmapping

## EDUCATION

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- **Post Graduate Diploma in Management, Communications** – MICA Ahmedabad | India - 2020  
Majors - *Marketing Analytics & Digital Communications Management*
- **International Business Program** – Michigan State University | United States of America – 2019
- **Bachelor of Business Studies** – University of Delhi, Shaheed Sukhdev College of Business Studies | India – 2015  
Specialisation - *Marketing*

## VOLUNTEERSHIP & ADDITIONAL INFORMATION

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- **Mentor at Katalyst India:** Mentored women-in-STEM field students around themes of Socio-emotional Support, Personality Development, Reading and Communication, Career Guidance and Support, Problem-solving and Decision-making
- **Lead member at The Happiness Squad, Target:** Founding member of employee interest group focusing mental wellness and team engagement initiatives
- Led and/or organised multiple Target Initiatives such as Research Show & Tell Forum, MGT+ (Annual Day), MultiplAI (AI conference), Elevate (Conference Celebrating Women in Tech Fields), and part of Target' delegation in UXINDIA 2024 conference
- **Head of Social & Marketing at Communique-** The PR Cell of SSCBS: Ran the college's official social media channel including admission campaigns