

# Aditya Sinha

Strategy | GTM | Business Operations

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## SUMMARY

Strategy and operations leader with 6+ years across Goldman Sachs, J.P. Morgan, Careem (MENA's largest ride-hailing app), and a PE-backed D2C brand. Solve ambiguous, cross-functional problems by combining structured frameworks with data: market-entry strategy, pricing and unit-economics redesign, GTM execution, and operating-cadence build-out for executive teams.

## EXPERIENCE

### Digital Analytics Manager

Careem

Nov 2025 – Present

Remote (Dubai, UAE)

- Reduced annualized marketing burn by **USD 100,000** by executing incrementality A/B tests across TikTok, Meta, and Google to identify and eliminate non-incremental spend. Improved last-touch attribution tracking with product and engineering teams.
- Cut customer acquisition cost (CAC) by **8%** by leading competitor benchmarking, channel-mix optimization, and targeting refinements across paid social and search. Established **Generative-AI Engine Optimisation** for better AI readability.
- Strengthened competitive intelligence on Q-Commerce verticals by building AI-led automated pipelines for competitor ad benchmarking and growth analytics.

*Note: Role impacted by Careem's broader regional restructuring in KSA.*

### Head of Analytics

MyGlamm — PE-Backed D2C Beauty Startup

Mar 2021 – Aug 2025

New Delhi, India

- Built and led a cross-functional team of engineers, PMs, and analysts; reported directly into the CEO and PE investor stakeholders.
- Designed the GTM strategy for Tier 2 and Tier 3 markets, **growing revenue 15%** YoY through funnel redesign, pricing experiments, and assortment changes. Led data-driven marketing, supply-chain and NPD optimisation initiatives.
- Repriced premium SKUs and restructured the assortment mix, **expanding contribution margin (CM2) by 25%**.
- Stood up ML-driven inventory placement that reduced shipment splits by **75%** and **cut monthly logistics spend by INR 13Cr**.
- Shipped an LLM-powered customer chatbot that lifted NPS from **3.7 to 4.2** and reduced monthly support costs by **INR 40L**.
- Led multiple fundraises with marquee VC and PE teams. Performed due-diligence for **10+ acquisitions valued at INR 800Cr**.

### Analyst — CIO and Treasury

J.P. Morgan

Mar 2020 – 2021

Mumbai, India

- Validated risk models and ran macroeconomic stress tests under BASEL and CCAR scenarios to support firmwide capital planning.
- Tightened process controls and reporting workflows with cross-functional partners, closing regulatory audit gaps.
- Reviewed daily capital movements and market signals; flagged liquidity risks to senior stakeholders.

### Investment Banking Analyst

Goldman Sachs

Mar 2019 – Mar 2020

Bangalore, India

- Built financial models and valuations for ECM and DCM mandates and ran due diligence workstreams for live deal teams.
- Ran sector and competitive analyses across multiple industries to shape coverage strategy and pitch recommendations.
- Authored client-facing materials and coordinated workstreams across legal, compliance, and syndicate during execution.

## EDUCATION

### Master of Business Administration (MBA)

SVKM's Narsee Monjee Institute of Management Studies (NMIMS)

2017 – 2019

Mumbai, India

### Bachelor of Engineering, Electrical Engineering

Delhi Technological University (formerly Delhi College of Engineering)

2012 – 2016

New Delhi, India

## SKILLS

**Strategy & Problem Solving:** Hypothesis-Driven Analysis, Market Entry, Competitive Strategy, Operating Model Design, Strategic Planning, Executive Communication, Board & Investor Reporting.

**GTM & Revenue Operations:** Pricing Strategy, Channel Strategy, Funnel Design, CAC/LTV Modeling, Sales & Marketing Analytics, Customer Segmentation, Cohort Analysis.

**Business Operations:** P&L Ownership, Unit Economics, Process Optimization, Cross-Functional Leadership, Stakeholder Management, Vendor and SLA Management, Operating Cadence Build-Out.

**Tools:** Excel (advanced formulas, DAX, VBA, Power Query), PowerPoint, SQL, Python, Tableau, Power BI, Looker Studio, LLM Integration.

## CERTIFICATIONS

**AI-Led Product Management** (2025) 6 month Airtribe cohort program    **Product Analytics Micro-Certification** — Product School.