

ARJUN DESAI

MANAGEMENT CONSULTANT

CONTACT

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EDUCATION

MBA, STRATEGY & FINANCE •
MAY 2016

IIM Ahmedabad
Ahmedabad, Gujarat

Consulting & Strategy Club · Dean's
List, 2015-16

B.TECH, MECHANICAL
ENGINEERING · JUNE 2012

IIT Bombay
Mumbai, Maharashtra

KEY SKILLS

Growth strategy
Cost transformation
Market entry
Financial modelling
Stakeholder alignment

INTERESTS

Long-distance running
Indian classical music
Cricket analytics
Trekking
Food writing
Chess

PROFILE

Strategy and operations consultant with nine years advising Indian consumer and BFSI clients on growth, cost transformation, and go-to-market. Comfortable owning the analysis and the room it gets presented in.

EXPERIENCE

ENGAGEMENT MANAGER • MARCH 2021—PRESENT

Praxis Advisory • Mumbai, India

Led a nine-month cost transformation for a ₹4,000Cr retail chain, identifying ₹310Cr of annualised savings across procurement, logistics, and store operations, of which ₹240Cr was realised within the first year. Ran the market-entry study for a Southeast Asian payments client, sizing five markets and recommending a phased entry that the board approved in full. Managed teams of four to six consultants and owned the client relationship at CXO level.

SENIOR CONSULTANT • JULY 2018—FEB 2021

Nucleus Strategy Partners • Bengaluru, India

Built the pricing model that repositioned a mid-market SaaS client's plans, lifting average revenue per account 22% without measurable churn. Ran diligence on four acquisition targets in the logistics sector.

BUSINESS ANALYST • AUG 2016—JUNE 2018

Meridian Consulting • Gurugram, India

Supported growth strategy engagements across BFSI and consumer goods. Built the demand forecasting model still used by the client's planning team.