



# Palak Maheshwary

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## Summary

Strategic leader with 9+ years of experience in analytics, product management and consulting across global markets. Experienced in leading high-impact projects, scaling SaaS products, and delivering data-driven solutions across industries. Skilled in stakeholder management, and cross-functional collaboration.

## Professional Experience

### Engagement Manager | NeenOpal Inc | Bangalore

- Led 10+ analytics projects in healthcare, banking, e-commerce, telematics and media across global markets including USA, Europe, Sri Lanka, and India.
- Collaborated with the Enterprise Analytics team (of a global pharmaceutical firm) to deliver dashboard solutions with live visibility into 15+ KPIs across sales and marketing functions.
- Managed industrial analytics transformation for a heavy machinery OEM, leveraging IoT and AWS quick sight for 7000+ active devices to get immediate insights on operational metrics like engine RPM, load ratio, vehicle speed etc.
- Led compliance initiatives for ISO 27001 and SOC2, ensuring secure practices across the firm's cloud-hosted infrastructure, supporting enterprise-grade data governance and business continuity.

### Product Manager | Mokkup.ai (NeenOpal Inc) | Bangalore

- Headed a cross-functional team of 15+ members across product development, design, UI/UX, content and marketing teams to scale a SaaS product from its MVP stage to 30,000+ users (400+ paid) in 12 months.
- Conducted 50+ user research interviews across countries to refine product roadmap and feature prioritization.
- Pitched the product at global accelerators including Google Accelerator, Y Combinator, and Berkeley Skydeck, securing strategic exposure and access to exclusive startup mentorship networks.
- Earned accolades such as "Best Ease of Use" and "Best Value" on Capterra and "Product of the Day" on Product Hunt.
- Spearheaded GTM and customer acquisition strategies that positioned the product for rapid growth across 20+ countries.

### Senior Associate | NeenOpal Inc | Bangalore

- Built scalable BI solutions across diverse industries while driving impact in a fast paced startup environment.
- Generated 5+ qualified leads in 3 months by driving business development through targeted go-to-market strategies, SEO optimization, and thought leadership content. Notable inbound leads included Facebook among others..
- Mentored junior team members in developing plug-and-play google analytics dashboards aligned with evolving industry trends thus reducing dashboard turnaround time by 40%.
- Oversaw the automation of ETL workflows using S3, Lambda, Glue, and Redshift, ensuring high availability of cleaned, transformed data for dashboarding.
- Enabled a 30% boost in self-service analytics adoption by training end-users and delivering intuitive dashboard documentation.

### Senior Consultant | Arcadis Design and Consultancy | Bangalore

- Led operational transport planning projects across the UK and Europe, focusing on congestion mitigation, route optimization, and smart mobility interventions, directly contributing to multi-million-pound infrastructure investments.
- Executed traffic modelling and scenario simulations to inform policy decisions and urban mobility strategies.
- Seconded to the London office; worked closely with Highways England and Transport for London in optimizing signalized intersections, and lane configurations to improve urban traffic flow and safety.
- Played a key role in design and modelling of Lower Thames Crossing project (₹9 billion+ initiative), projected to reduce congestion by 20% and save 30 mins/trip for 80K daily users.

## Education

Mtech (Transport Planning) – *Indian Institute of Technology, Kharagpur | India*  
Btech (Civil Engineering) – *National Institute of Technology, Nagpur | India*

2013 – 2015  
2009 – 2013

## Accomplishments

- **Recipient** of Entry Scholarship at IIM Ahmedabad for its One-Year MBA Program.
- **Manager of the Quarter (2023)** for proactive risk mitigation and stakeholder engagement for a global pharmaceutical client
- **Employee of the Year (2021)** for automating dashboards and saving ~50 hours of manual reporting effort.
- **Fast-track Promotion** to Senior Associate with a ~60% hike within a year for delivery excellence and high performance.
- **Academic Council Member** Advised on curriculum strategy to align capstone projects with real-world industry demands.

- **Research Publications** Published journal paper (in JTTE) and presented a conference paper at WCTRS, Shanghai, on sustainable transportation.
- **Graduated** in the top 10% of the class in both B.Tech and M.Tech programs.
- **Awarded DAAD** Scholarship to conduct 7-month thesis research at TU Darmstadt, Germany under the DAAD-IIT exchange.

## Certifications

Lean Six Sigma, Green Belt, KPMG  
AWS Cloud Practitioner  
Tableau Desktop Specialist

## Extra-Curriculars

- **Vertical Head** – Relationship Management, Placement Committee, IIM Ahmedabad  
Leading corporate outreach and recruiter engagement to drive industry connections and high-impact placements for the PGPX cohort.
- **User-Generated Content (UGC) Creation - Freelance, Remote**
  - **Brand Partnerships** with 7+ brands across kids learning, fashion and lifestyle to deliver content that aligns with their unique brand identities.
  - **Scaling** personal YouTube channel to 5K+ subscribers and 1M+ views.
- Led the planning and execution of workshops/guest lectures as the core committee member for technical fest of college ensuring smooth operations and successful outcomes.
- Secured sponsorships and industry partnerships (of ~5L) by liaising with professionals for a student-led cultural fest