



Sarthak Baijal

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Summary

Strategy-focused leader with 6 years across product, operations, and entrepreneurship. Founded two ventures and led global transformation initiatives across finance, tech, and branding. Applies first-principles thinking to complex problems and second-order reasoning to anticipate impact, align execution, and deliver measurable outcomes.

Professional Experience

Strategy & Problem Solving

Program Manager - Strategic Initiatives | VGroup | Mumbai, India

- Delivered annual operational cost savings equivalent to 40 FTEs by leading a global finance automation program across five divisions.
- Improved payroll compliance and reduced processing time by 60% by automating payroll for 44,000 seafarers across five regions in a high-complexity, multicultural environment.
- Enhanced strategic decision-making and data visibility by unifying five finance units under a centralized reporting framework post-restructuring.
- Minimized manual errors and optimized cash flow by centralizing global credit control and implementing automated financial reporting.
- Streamlined management reporting and reduced legal risk by supporting global entity rationalization within a rapidly expanding organization.

Entrepreneurship & Leadership

Co-Founder and CEO | 21 Art Democracy | Bengaluru, India

- Connected 800+ artists with consumers by launching a multi-sided e-commerce marketplace to democratize India's art landscape and promote emerging talent.
- Secured self-sustaining revenues in year one by designing automated onboarding and discovery workflows in a competitive creative tech landscape.
- Scaled the artist community from 0 to 800 by deploying strategic networking, social media engagement, and user-generated content initiatives to fuel rapid platform growth.
- Drove marketplace scale to 40,000+ SKUs by streamlining operations and developing a proprietary Creator's Platform for easy product customization.
- Increased organic community engagement by establishing and leading a dedicated social media team to onboard artists and refine the brand's digital voice.
- Fostered loyalty and inspiration within the artist community by producing and sharing success stories and interviews that connected artists to customers.

Co-Founder and CEO | Vartalaap Consulting Services PVT LTD | Bengaluru, India

- Maintained a 95% client retention rate and became cash-flow positive within one year by founding and scaling a 30-member creative agency delivering strategic branding for 70+ clients.
- Increased client brand engagement by up to 40% by orchestrating end-to-end, data-driven brand campaigns for early and mid-stage companies.
- Managed operations, talent development, and client relationships; achieved cash-flow positivity within first year
- Led cross-functional teams across strategy, sales, content, and design to deliver measurable marketing outcomes for clients
- Directed and produced regional commercial campaigns for India's largest poultry company, increasing offline brand visibility in a competitive consumer market.
- Managed creative strategy and enhanced audience engagement for retainer clients across jewellery, fashion, F&B, technology, and lifestyle sectors by focusing on art direction, branding, and social media growth.
- Built and led a high-performing team of 30+ members, fostering creativity, improving project execution, and strengthening client management within a fast-paced agency environment.
- Cultivated a collaborative team culture by encouraging brainstorming and task ownership among multidisciplinary teams.
- Fuelled agency growth by supporting brand onboarding through compelling creative pitches and integrated brand strategy development.

Strategy & Problem Solving

Process Associate | MargYogi Consultants PVT LTD, Bengaluru, India

- Reduced manufacturing cycle times by 15% and improved profitability by implementing LEAN process improvements to meet ISO 9001:2015 and SA 8000 standards in an SME setting.
- Implemented business process improvements in manufacturing, reducing cycle times and enhancing operational efficiency
- Streamlined cross-department workflows, improving resource allocation and delivery timelines

Education

BBA – Center for Management Studies | Bangalore, India

Diploma in Entrepreneurship – EDII, Ahmedabad (concurrent)

Accomplishments

Strategy & Problem Solving

- Selected as one of 60 out of 800+ for CAPSIM Capstone Simulation, focusing on real-time strategic decision-making
- Winner of Best Manager, a multi-round case competition evaluating structured problem-solving, case comprehension, and time-bound analysis

Communication & Leadership

- Toastmasters-certified in persuasive and structured communication; mentored 100+ speeches, led education strategy, and won multiple speech contests

Entrepreneurship & Academic Recognition

- Awarded Entrepreneur of the Year (Jain University) for founding Vartalaap and creating measurable business value
- Top 10% in undergrad program; awarded Dubai business immersion program

Extra-Curriculars

- Represented college at national level competitions in Debate, Paper Presentation, and Creative Writing.
- Served as lead emcee and scriptwriter for institutional events and student-led conferences.
- Contributed to college theatre productions as a scriptwriter and narrator, combining storytelling with audience engagement.