



Aadrika Umashankar

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Summary

Impact-oriented technology consultant with experience in SaaS & passion for creating high-impact and scalable solutions. Quick learner who is adept at driving critical client-facing projects by leading teams and managing cross-functional stakeholders and expectations.

Professional Experience

Project Director | Mirror Advisors – Authorised Zoho Partner | Remote

- **Fast-tracked** from Project Manager to Project Director in **3 months**, owning tech consulting, presales, and delivery for a 3-person Zoho partner development team, delivering **85% of portfolio workload at 80-90% SLA adherence**.
- Designed a new subscription-based billing model end-to-end, including its master service agreement, pricing tiers, and governance structure, then closed six client contracts worth over **\$100,000** in contracted revenue within **2 months of launch**.
- Conceptualized and specified a custom low-code operations portal unifying task tracking, client communication, and file management, cutting average developer turnaround time by **50-80%** versus the prior informal process.
- Increased average client contract duration **118%** by shifting the portfolio to **12-month subscriptions** from a **5.5-month average**.
- Redesigned the firm's contractor and freelance engagement framework and automated contract generation through CRM-based templates, cutting manual contract preparation time by **4-5 hours per hiring cycle**.
- Delivered proof-of-concept demos and product walkthroughs for **7+ prospects and clients**, translating discovery-call findings into phased implementation roadmaps to accelerate deal decisions.
- Accelerated new-developer ramp-up **40%**, from **2 weeks** to **1.2 weeks**, via reusable migration playbooks and solution training.
- Automated dashboards and reporting, cutting the Founder's operational involvement **15-20 hours/month** and manual reporting effort **8-10 hours/month**.
- Led **4+ CRM data migration projects** as sole point of contact, achieving **99%+ data accuracy** by the second migration round across projects ranging from **5,000 to 30,000 records**.

Pro-Bono Business Solutions Consultant | 3DM Luxury & Lifestyle LLP | Remote

- Owned end-to-end business process transformation and SaaS implementation for a pro bono retail client, leading full-cycle deployment of four platforms, CRM, e-signature, inventory, and accounting, as sole consultant for a firm with zero prior digital infrastructure.
- Designed training and support materials across four platforms and owned full-cycle legacy data migration, achieving **85%+ user adoption**, **4/5+ feedback**, and a **99%+ accuracy target**.

IT Business Analyst & Implementation Consultant | Zoho Corporation | Chennai, Tamil Nadu, India

- Owned end-to-end SaaS implementation delivery as sole point of contact for global enterprise engagements across the US, ANZ, India, Europe, and MEA, coordinating **20+ cross-functional stakeholders** within Zoho's consulting practice.
- Served as implementation SPOC for **3+ Indian enterprise multi-product deals** covering **75+ users each**, with **multi-year contracts valued at over ₹1 Cr per deal**.
- Secured a **₹25L healthcare diagnostics implementation** by translating business requirements into solution workflows for CEO, CFO, and CMO-level stakeholders.
- Designed a **40+ clause governance framework** and revised Statement of Work template that reduced escalations and rework, achieving org-wide adoption within 2 months of rollout.
- Delivered **100+ implementation projects** averaging **10 workflows**, **4-5 modules**, and **4 applications**, and maintained on-time first-walkthrough delivery across **80% of projects** against signed-off SOW timelines.
- Standardized CRM data-migration delivery through a consultant training guide and client instruction template, cutting migration review and prep effort by **5 hours per client**.
- Re-architected a **400+ field onboarding form** into a low-code application for a Mauritius-based bank, cutting onboarding time by **60%**.
- Built migration guides and led onboarding for **6 new recruits**, cutting time-to-productivity from **3 months to 1 month** and identifying **2 high-potential hires** for implementation roles.
- Repurposed a ticketing platform into a custom medical request-management system for an international patient-repatriation center, securing a Phase 2 follow-on engagement.

Advanced Analyst | Ernst & Young Global Delivery Services | Bengaluru, Karnataka, India

- Owned high-volume US tax notice processing for the Tax Notices engagement, handling categorization, data extraction, validation, and structured data migration within a fast-scaling, high-throughput operations environment.
- Trained 20+ new team members on operational workflows and quality standards while independently managing high-volume tax notice processing, earning Gold Standard ratings from two senior reviewers under EY's FY22 LEAD Feedback framework.

Management Trainee | IdeaRX | Chennai, Tamil Nadu, India

- Owned digital marketing and sales enablement for IdeaRX, a healthcare GPO startup, building content strategy, CRM discipline, and early-stage sales processes within a fast-paced, cross-functional environment.
- Grew IdeaRX's LinkedIn following from 178 to 676 (~2.8x) over 7 months, and published 4 case studies and 2 leadership profiles that supported service renewal across 4 hospital branches.

Education

B.E. Production Engineering – *Madras Institute of Technology, Anna University | India*

Accomplishments and Awards

- Earned Outstanding Grade for two design projects in MIT, Anna University: a perforating die that saved **Rs. 30 lakh** in asset investments, and a robotic arm simulation delivering a **40% increase in payload efficiency**.

License & Certifications

McKinsey Forward Program | McKinsey.org

Fundamental Sales Concepts — An Overview | Zoho Corporation (Coursera)

Roles and Responsibilities of a Sales Representative | Zoho Corporation (Coursera)

Co/Extra-curricular

- **Elected Class Representative, Section A**, coordinating academic scheduling, alumni project proposals, and batch-wide communications for a cohort of peers as liaison with the program office.
- Elected as **Placement Advisory Coordinator** from 2020–2021 to guide junior students through one-on-one interactions and training meetings, playing a pivotal role in the department's placement success.
- Served as **Head of Content Creation for MIT Quill** from 2019–2021, increased newsletter readership by **18%** by introducing bilingual content to address communication gaps among non-English speaking students.
- Elected as **Woman Class Representative** and **Committee Member, MIT Anna University** from 2017–2019, serving as primary liaison between student body and faculty.